



University of the  
West of England

# APPEARANCE MATTERS 7 CONFERENCE

June 2016 London, UK

Abstracts



# Keynote Speakers

We are delighted to be hosting three preeminent and distinguished scholars in the field of appearance and body image. Each will be presenting a keynote address, as well as a training workshop, throughout the conference.

## **Professor S. Bryn Austin**

Harvard University, USA



Bryn Austin is Professor in the Department of Social and Behavioral Sciences, Harvard Chan School of Public Health, and in the Department of Pediatrics, Harvard Medical School. She is also Director of Fellowship Research Training in the Division of Adolescent and Young Adult Medicine at Boston Children's Hospital. She directs the cross-institutional Strategic Training Initiative for the Prevention of Eating Disorders: A Public Health Incubator, based at Harvard Chan School of Public Health and Boston Children's Hospital and directs the Sexual Orientation, Gender Identity and Expression Research Working Group based at Boston Children's Hospital. She is

a member of the Board of Directors of the Eating Disorders Coalition and is the Secretary of the Board of Directors of the Academy for Eating Disorders. She has received numerous grants funded by the U.S. National Institutes of Health and foundations to support her research and has published over 165 peer-reviewed papers in the scientific literature. She is a social epidemiologist and behavioral scientist with a research focus on health disparities, especially those affecting socially marginalised adolescent populations. She leads two primary research programmes: one focuses on social and physical environmental influences on eating disorders risk, nutritional patterns, physical activity, and overweight in school and community settings, with a special emphasis on public health approaches to eating disorders prevention. The second focuses on determinants of sexual orientation and gender identity disparities in a range of health domains, including disordered weight-related behaviors, overweight, substance use, and other health risk indicators. She has garnered a number of awards for her research, teaching, and mentorship, including the 2014 Lori Irving Award for Excellence in Eating Disorders Prevention from the National Eating Disorders Association and the 2014 Society for Adolescent Health and Medicine Iris F. Litt Visiting Professorship in Adolescent Health Research. She received her Masters and doctoral degrees from the Harvard Chan School of Public Health and her Bachelor's degree from Cornell University.

## **Professor Diana Harcourt**

**University of the West of England, UK**



Diana Harcourt is Professor of Appearance and Health Psychology and Co-Director of the Centre for Appearance Research (CAR) at the University of the West of England, Bristol (UWE), where she and Professor Nichola Rumsey lead a team of 30 psychologists with a broad range of expertise around the psychology of appearance and body image. She has 20 years' experience of researching the psychosocial aspects of appearance, with a particular focus on the experiences of people affected by an altered appearance (including those associated with burns and breast cancer). Much of this work centers around the provision of appropriate supportive care and the development and evaluation of psychosocial interventions to support adults and young people affected by appearance-related concerns. Current projects include ways of promoting shared decision making about appearance-altering surgery, particularly breast reconstruction after mastectomy.

## **Dr Eric Stice**

**Oregon Research Institute, USA**



Dr. Stice served as an assistant professor and associate professor at the University of Texas at Austin, and subsequently took a position as Senior Research Scientist at Oregon Research Institute. His research focuses on identifying risk factors that predict onset of eating disorders, obesity, substance abuse, and depression, and on designing and disseminating prevention and treatment interventions for these public health problems. For example, he has found that elevated responsivity of brain reward regions to high-calorie food intake and cues, as well as a greater food reward-cue learning propensity, predicts future excessive weight gain, and further that habitual overeating leads to blunted reward region response to high-calorie food intake. He also developed a dissonance-based body acceptance/eating disorder prevention program that has been implemented with over 2 million young girls in 116 countries. He received a Career Award from the National Institutes of Health, a Distinguished Scientific Award for Early Career Contributions to Psychopathology from the American Psychological Association, the Nan Tobler Award from the Society for Prevention Research, and the Lori Irving Award for Excellence in Eating Disorder Prevention and Awareness from the National Eating Disorders Association.

# Keynote Addresses

**Tuesday June 28, 5:30pm - Lecture Theatre 1**

## **Accelerating Progress in Prevention of Body Dissatisfaction: A Call for Policy Translation Research and Training**

Professor S. Bryn Austin

The societal burden of body dissatisfaction and the need for prevention are clear and compelling. Progress in prevention, however, has been slow, in part because of the overwhelming focus on interventions targeted at individual-level behavior change and the underwhelming contributions from professionals outside of the clinical disciplines. An exclusive focus on the individual without seeking to change the macro environmental conditions – including such powerful commercial forces as the cosmetic surgery, indoor tanning, diet products, and fashion industries -- that serve to produce body dissatisfaction is both needlessly limited in the potential to have a meaningful impact and arguably unethical, placing the burden solely on individuals while leaving toxic environments and societal bad actors unchallenged. Progress in the field can be accelerated, but only through a realignment of our priorities, which we must shift in two critical ways to build: 1) Translational research designed to inform policy and macro environmental changes with high potential for large-scale impact; and 2) Training initiatives that increase disciplinary and practice expertise to inform policy translation action, including the disciplines of public health, economics, health law, geography, and more. By prioritizing policy translational research and training, we can substantially accelerate the pace of progress in prevention of body dissatisfaction.

**Wednesday June 29, 1:30pm - Lecture Theatre 1**

## **Visible Differences in Low Income Countries**

Professor Diana Harcourt

In recent years, research into the psychosocial impact of living with an altered appearance has informed a variety of interventions to support those affected and campaigns to challenge negative stereotypes and promote acceptance of diversity. However, most of this work has taken place in resource-rich Westernized countries whilst most people affected by visible differences such as those resulting from burn injuries, cleft lip and palate and skin conditions live in lower income countries with little access to psychosocial support. This presentation will consider the provision of care, causes, incidence and acceptance of visible differences in low income

countries, and explore the consequences for those affected. Drawing on published literature and the experiences of individuals and organisations working in this field, I will examine the extent to which research and practice in high income countries might be translated, explore the limitations of doing so and highlight successful interventions that have been provided where resources are limited and difficult to access. I will also consider the influence of societal attitudes towards visible differences and appearance in general, and reflect on how we in high income countries might learn from the millions of people facing the challenge of living with an altered appearance in circumstances and societies where resources are scarce, at best.

**Thursday June 30, 11:00am - Lecture Theatre 1**

## **Developing and Disseminating Evidence-Based Body Image Interventions**

Dr Eric Stice

This presentation will describe a research program that focused on developing, evaluating, and disseminating an effective body image intervention (the Body Project). First, we conducted prospective studies to elucidate risk factors that predict future onset of body dissatisfaction to inform the intervention content and identify high-risk groups to target in selective prevention programs. Second, we conducted randomized pilot trials that provided a test of whether reducing the risk factors improved body image. Third, we conducted a large efficacy trial that compared the Body Project to alternative interventions and collected long-term follow-up data. Fourth, we initiated effectiveness trials that tested whether this intervention was effective when school clinicians recruited at-risk young women and delivered the Body Project. Sixth, we initiated dissemination and implementation studies that investigated less expensive ways to implement the Body Project, including developing an Internet version of this program and evaluating peer-leader delivery of the Body Project, comparing the effectiveness of these interventions to clinician-delivered Body Project groups, and evaluating the efficacy of versions of the Body Project that have been adapted for novel populations, such as Free Being Me, which was developed by Dove for Girl Guides and Girl Scouts. At each step, we have gradually refined the intervention content based on qualitative data collected from facilitators and group participants, which has improved acceptability of the intervention. Strategies that have worked well and challenges we have encountered will be highlighted, in an effort to help others more rapidly develop and disseminate body images prevention and treatment interventions.

# Training Workshops

## Workshop 1:

**Tuesday June 28, 1:30-3:00pm - Webb Johnson Hall**

### **Introducing screening, psychological intervention and outcome measurement into decision making about cosmetic and reconstructive surgery**

Professor Diana Harcourt, Professor Alex Clarke, Nicole Paraskeva (Centre for Appearance Research, University of the West of England)

The current focus on shared decision making across all areas of medical and surgical practice highlights the need for interventions and good outcome measures to assist information provision, inform patient choice, set realistic expectations and facilitate clear communication between patients and clinicians.

Research studies tell us that clinicians tend to locate surgical goals in terms of symptom management or functional change whilst patients frame their goals in terms of more distal lifestyle or psychosocial changes. In cosmetic settings, the relationship between appearance change and psychosocial outcomes such as reduced preoccupation, improved confidence or well-being may not be well understood. Helping to differentiate and describe surgical goals clearly and explore individual understanding of how these changes will impact on day-to-day life is helpful in managing expectations of what surgery might achieve. Most clinicians are familiar with the challenges of managing a dissatisfied patient who has a good aesthetic outcome.

This session will use an interactive format to discuss these clinical challenges and consider recent developments around screening and interventions to support shared decision making in cosmetic and reconstructive surgery. The workshop is therefore particularly relevant for health professionals who work with people undergoing these procedures and who can therefore bring relevant examples to the wider group.

#### Learning objectives:

- Understanding what makes the difference between a good aesthetic outcome and a satisfied patient.
- Using resources to frame expectations clearly in terms of surgical and psychological outcomes.
- Implementing a simple screening and audit procedure.

## **Workshop 2:**

**Tuesday June 28, 1:30-3:00pm - Council Room**

### **How to turn obesity professionals into allies: Navigating misconceptions and underlying interests to find common ground in eating disorders prevention**

Professor S. Bryn Austin (Harvard University, USA)

With all the attention to obesity, eating disorders often seem lost in the discussion, hardly receiving the attention they deserve. Why is this? Obesity professionals don't understand how preventing eating disorders is integral to achieving their own goals, leading them to miss opportunities to prevent both problems and sometimes even making matters worse with misguided efforts that place undue focus on children's body shape and size. But we can change this. By using basic principles from the field of strategic negotiation, we can navigate their misconceptions about eating disorders and uncover the many underlying interests we share. The session will provide an overview of our many common interests and equip participants with the knowledge and skills they need to turn obesity professionals into allies in eating disorders prevention.

Learning objectives:

- Gain understanding of the principles and techniques of strategic negotiation.
- Distinguish between positions vs. underlying interests common among obesity professionals.
- Demonstrate skills in strategic negotiation by role playing eating disorders and obesity professionals tasked with working together to generate a successful agreement on a plan for a childhood obesity prevention program.

## **Workshop 3:**

**Tuesday June 28, 3:30 - 5:00pm - Webb Johnson Hall**

### **Body Project Training**

Dr Eric Stice (Oregon Research Institute, USA)

The overarching goal of this interactive training workshop is to train practitioners, researchers and clinicians in the delivery of the empirically supported dissonance-based body acceptance/eating disorder prevention program. In this intervention, which is delivered to groups of women, participants engage in a series of verbal, written, and behavioural exercises in which they explore the costs of pursuing the appearance ideal promoted for women in western cultures. First, the theoretical rationale for using dissonance-induction for health promotion will be provided and the rationale behind each in-session and home exercise component of the



Body Project will be presented. Second, the audience will break into groups of 12 participants and 2 of them will practice leading session 1 and session 2. Clinicians with experience with the delivery of this intervention will provide supervision to the facilitators. Reactions from group participants will also be reviewed. Finally, logistic issues regarding recruiting individuals for Body Project groups and implementing this prevention program will be discussed.

Learning objectives:

- Participants will be able to articulate the theoretical rationale for the Body Project and the use of dissonance-induction for health promotion.
- Participants will be able to facilitate Body Project groups on their own.
- Participants will gain knowledge about how to best offer Body Project groups locally.





# Abstracts

## Symposia:

### **FAMILIES AND PATIENTS WITH VISIBLE FACIAL DIFFERENCES: HOW ARE THEY DOING AND HOW DO WE KNOW?**

**Convenor:** Hillary L Broder, New York University College of Dentistry, USA

**Discussant:** David B Sarwer, Temple University, USA

**BACKGROUND:** Children with visible facial differences and their caregivers (CGs) undergo a range of experiences that can impact treatment satisfaction, psychosocial well-being and quality of life. From infancy to the teenage years, little is known about trends in these variables over time for children with cleft and other visible congenital conditions and their CGs.

**METHOD:** Three independent longitudinal studies were conducted in the U.S. and the U.K. The first was a prospective, mixed methods, multicenter study involving CG responses to their infants' early cleft treatment with and without Nasoalveolar Molding (NAM) (N=118). The second was a five-year, prospective, multicenter study of school-aged youth with cleft and their CGs that used standard assessments to measure oral health-related quality of life (OHRQoL), psychological indicators (e.g., anxiety, resilience), and clinically meaningful QOL change at one and two-year follow-up visits (N=1,196). The third was a longitudinal study of youth with or without a visible facial difference regarding the impact of teasing on self-perceptions of appearance and depressive symptoms (N=340).

**FINDINGS:** Early cleft treatment was stressful for all caregivers, but those whose infants had NAM prior to traditional cleft surgery experienced lower levels of stress and more rapid declines in depression and anxiety over time than caregivers whose infants had traditional surgery without NAM. Psychological measures for school-aged youth with cleft were in the normal range, with some variation by gender (e.g., girls had higher levels of anxiety, mastery, and relatedness than boys). Youth who had cleft-related surgery had lower self- and proxy-rated OHRQoL than those not recommended for surgery. Positive change was found in all domains of OHRQoL following surgery. Additionally, experiences of teasing after the age of 10 significantly impacted appearance evaluations and depressive symptoms in adolescent females. The impact of teasing on adolescent males was possibly counteracted by reports of more positive social experiences.

**DISCUSSION:** Having a cleft or other visible facial difference affected the well-being of both children and their caregivers. Early cleft treatment, secondary cleft surgery during the school-aged years, and teasing during adolescence had important impact on psychosocial well-being, OHRQoL, and appearance satisfaction. A discussant will present theoretical/research and clinical implications of the findings.

**Lacey Sischo**, New York University College of Dentistry, USA; **Sean Clouston**, Stony Brook University, USA; **Hillary L Broder**, New York University College of Dentistry, USA

### **A mixed methods analysis of caregiver responses to children's early cleft care.**

**BACKGROUND:** This study sought to understand caregivers' (CGs') responses to early cleft lip/palate care for their infants receiving traditional cleft surgery with or without Nasoalveolar Molding (NAM). Research questions included: 1) Are there treatment group differences in CGs' psychosocial adjustment over time?, 2) How do CGs cope with their infant's cleft and cleft treatment during the first year of life?, and 3) How do resources and demands affect family adaptation among CGs of infants with cleft over time?

**METHOD:** A prospective, mixed methods, multicenter, longitudinal study was conducted among CGs (N=118) seeking treatment for their infants' cleft lip and palate at one of six cleft treatment

centers in the U.S. Participants were in one of two treatment groups: traditional cleft surgery only or NAM plus traditional cleft surgery. The CGs completed semi-structured interviews and standardized questionnaires assessing psychosocial well-being and family impact at three time points: the beginning of treatment (1 month of age), pre-lip surgery (3-5 months of age), and post-palate surgery (12-13 months of age). Multi-level modeling was used to longitudinally assess CGs' psychosocial outcomes.

**FINDINGS:** NAM onset and the child's lip surgery were particularly stressful times during the first year. CGs used optimism, problem-solving behavior, and social support to cope with this stress. Qualitatively, CGs' ability to balance cleft treatment demands with their psychosocial resources and coping strategies influenced family adaptation. Questionnaire results indicated that the NAM treatment group experienced more rapid declines in the likelihood of anxiety and depressive symptoms between the first and second visits coupled with more rapid declines in anxiety and depressive symptoms over time when compared to those in the traditional cleft surgery group ( $p < 0.05$ ). The groups did not differ in stress levels at baseline; both groups' stress decreased over time, though the NAM group reported lower levels of stress over time ( $p < 0.05$ ). The NAM treatment group reported significantly improved coping at pre-lip surgery and at post palate visits compared to CGs in the traditional treatment group.

**DISCUSSION:** CGs of NAM-treated infants experienced more positive psychosocial outcomes than CGs whose infants had traditional cleft surgery. Results from the mixed methods support the Family Adjustment and Adaptation Response Model as used in pediatric chronic condition research.

**Kristin Billaud Feragen**, Oslo University Hospital, Norway; **Nicola Marie Stock**, University of the West of England, United Kingdom

### **A longitudinal study of 340 young people with or without a visible difference: The impact of teasing on self-perceptions of appearance and depressive symptoms.**

**BACKGROUND:** Previous research in both the general population and in those with a visible facial difference has identified potential associations between teasing, dissatisfaction with appearance and emotional distress. However, most studies are based on cross-sectional and retrospective methodology, restricting the interpretation of findings.

**METHOD:** The present study explored the longitudinal impact of perceived teasing on satisfaction with appearance and depressive symptoms in young people with and without a visible congenital condition. Routine psychological assessments were conducted at age 10 and 16 years ( $N = 340$ ).

**FINDINGS:** Experiences of teasing after the age of 10 significantly impacted on appearance evaluations and depressive symptoms in adolescent females. The impact of teasing on adolescent males was possibly counteracted by reports of more positive social experiences.

**DISCUSSION:** Early identification of perceived teasing in all children to prevent the development of emotional problems and dissatisfaction with appearance is of vital importance.

**Canice E Crerand**, Nationwide Children's Hospital, USA; **Ryan R Ruff**, New York University College of Dentistry and College of Global Public Health, USA; **Lacey Sischo**, New York University College of Dentistry, USA; **David B Sarwer**, Temple University, USA; **Hillary L Broder**, New York University College of Dentistry, USA

### **Psychological functioning and resilience in school-aged youth with cleft: Results from a multicenter, prospective, observational study.**

**BACKGROUND:** Limited longitudinal data are available regarding psychosocial status in children with CL/P, or whether there are observed changes in psychosocial function subsequent to surgery. While risks for anxiety, depression, and poor self-perception have been reported among children with CL/P, most psychological research on this population has failed to include positive psychosocial outcomes such as resilience. In an effort to address these methodological shortcomings, a five-year, prospective cohort study of youth with cleft across six cleft treatment centers in the U.S. was conducted to evaluate relationships between surgical intervention and psychological function-

ing, including resilience.

**METHOD:** A diverse sample of 1196 youth ages 7.5-18.5 years of age with CPO or CLP and their parents participated in this project. Participants completed measures including the Beck Youth Inventories which measured depression, anxiety, and self-concept; the Resiliency Scales for Children and Adolescents; a brief demographic questionnaire; and ratings of speech and facial appearance. Assessments were completed at three time points (baseline, one and two years later); or, if the child had surgery during the study, at baseline, and then one and two years after surgery.

**FINDINGS:** 43% of youth underwent surgical intervention over the course of the study. The most common surgeries, lip/nose revisions and bone grafts, were generally completed before age 12. Participants' psychological functioning scores generally fell within the normal range for all measures across all time points. Gender differences were observed at baseline, with females having higher levels of anxiety, mastery, and relatedness compared to males. Type of surgery (visible and/or invisible) was related to speech and facial perceptions at baseline.

**DISCUSSION:** While within normative ranges, variation in psychological functioning exists within youth with cleft lip and/or palate, particularly in relation to gender. Results highlight the need for psychological screening and intervention in youth with CL/P. Future research should continue to follow this patient population through treatment completion to gain further insight into long-term treatment and psychosocial outcomes.

**Hillary L Broder**, New York University College of Dentistry, USA; **Maureen Wilson Genderson**, Temple University, USA; **Lacey Sischo**, New York University College of Dentistry, USA

### **A longitudinal examination of youth with cleft and caregiver/proxy ratings of oral health-related quality of life.**

**BACKGROUND:** Youth with cleft may undergo secondary surgical treatment for aesthetic and/or functional purposes. This study evaluated the impact of cleft-related surgery on the oral health-related quality of life (OHRQoL) among youth with cleft over time.

**METHOD:** Data were derived from a five-year, multi-center, prospective, longitudinal study of children with cleft lip and/or palate from six U.S. cleft centers. During each visit, youths and their caregivers completed the Child Oral Health Impact Profile (COHIP), a validated measure of OHRQoL. Youth also completed the COHIP Global Assessment of Change to assess minimally important difference (MID) at one and two-year follow-up visits. Multilevel mixed effects models were used to analyze the effects of receipt of craniofacial surgery on OHRQoL over time. Participants represented an ethnically mixed sample 8-18 years old; 48.5% were <12 years old and 51.5% were >12 years old.

**FINDINGS:** Surgical youth had lower self- and proxy-rated OHRQoL when compared to non-surgical self- and proxy-rated OHRQoL ( $p < 0.05$ ). Both surgical and non-surgical youth and caregiver ratings of OHRQoL improved over time. There was significant improvement ( $p < 0.05$ ) in OHRQoL for youth post-surgery. MID findings by domain among surgery recipients ( $N=248$ ) include: Oral Health (9% negative change, 24% no change, 67% positive change); Functional Well-being (8% negative change, 35% no change, 57% positive change); Social Well-being (7% negative change, 46% no change, 47% positive change); School (11% negative change, 47% no change, 42% positive change); and Self (6% negative change, 37% no change, 57% positive change).

**DISCUSSION:** Surgery positively impacted self- and proxy-rated OHRQoL in youth with cleft. While initial OHRQoL scores were lower among the surgical youth than non-surgical youths, surgical youths' scores resembled those of the non-surgical participants at one and two year follow-up. Positive MID was found for surgery recipients across OHRQoL domains. Issues related to longitudinal OHRQoL evaluations are presented.

**PSYCHOSOCIAL DISTRESS AND STIGMATISATION ASSOCIATED WITH SKIN CONDITIONS: TOWARDS DEVELOPING THEORY BASED LOW INTENSITY INTERVENTIONS FOR PEOPLE LIVING WITH DERMATOLOGICAL CONDITIONS.**

**Convenor:** Andrew Thompson; University of Sheffield, United Kingdom

**BACKGROUND:** The finding that a significant minority of people living with visible skin conditions experience psychosocial distress is well established and yet there remains a significant gap in the provision of psychosocial services.

**METHOD AND FINDINGS:** The first two papers use different approaches to investigate some of the underlying psychological factors that might be at play, and thus require targeting in psychosocial intervention. In the first paper Montgomery et al. report on a qualitative study that examined the first hand accounts of the cognitive processes occurring during a stressful social situation. The findings suggest that whilst some experience fits well with existing cognitive behavioural therapy (CBT) models of social anxiety, such models do not adequately account for prior experience of stigmatisation or the subtle appearance based situational appraisals. In the second paper Schut et al. report on the outcome of a questionnaire based study that examined whether people living with psoriasis experience higher levels of self-conscious emotion in relation to intimacy. The findings suggest that CBT interventions may well need to address self-conscious affect and involve touch-based exposure. The remaining papers present early findings from three differing theory driven novel psychosocial low-intensity interventions. Nelson describes findings from a feasibility trial testing self-help for patients with psoriasis. Nelson et al. study draws specifically on the Common-Sense Self-Regulatory Model and shows that change in understanding and sense of control might be required in order to enable engagement with self-help. The paper by Pasterfield et al. describes the findings from a think aloud study used to access expert by experience's views of a social confidence building intervention developed for people attending camouflage clinics. Finally Hudson et al. describe the role played by self-compassion in distress and report on a feasibility trial of compassion-focused self-help intervention, which shows promise.

**DISCUSSION:** Andrew Thompson will act as the convenor, and briefly summarise how these papers collectively contribute to the on-going development of skin specific psychosocial interventions.

**Kerry Montgomery, Andrew Thompson, Paul Norman**, University of Sheffield, United Kingdom; **Andrew Messenger**, Sheffield Teaching Hospital, United Kingdom

**The impact of a visible condition on cognitive processes in social situations.**

**BACKGROUND:** Social anxiety and appearance concern are commonly reported difficulties in people with visible skin conditions. It is important to identify how individuals manage the reactions of others and how this influences thoughts and behaviours in social situations. This study aimed to explore the social experiences of people living with visible skin conditions, examining how the reality of a condition that is visible might influence cognitive processing in social situations.

**METHOD:** Ten participants living with visible skin conditions were recruited from an outpatient dermatology department. Semi-structured interviews aimed to explore phenomena that may trigger any social distress and the psychological processing of the event. The Critical Incident Interviewing technique was used; the critical incident being a recent social situation where the participant experienced distress. Interviews were analysed using Interpretative Phenomenological Analysis.

**FINDINGS:** Participants described social situations as having the potential to trigger fear of negative evaluation with attention being focused on the visibility of the skin condition and worry about others' perceptions. This often led to a risk of disengagement from social interaction. Nonetheless, participants did not describe any holding specific concerns about their ability to interact with others and felt confident in social situations when they were being judged on performance (ability to do their job, give a speech). However, in situations where participants felt that they might be judged on their appearance this reduced confidence and increased anxiety as described. In some cases this was clearly linked with prior experiences of having received intrusive comments/reac-

tions from others.

**DISCUSSION:** Whilst this study provides support for the utility of cognitive models of social anxiety in treating appearance based distress associated with skin conditions it also suggests that adaptations are needed to the theory. The findings suggest that reducing self-focused attention (on the condition) in social situations would be beneficial. However, the social anxiety model does not currently account for the role of previous incidents of actual negative responses from others. Cognitive processing of previous negative responses may influence perception of threat in current situations. Therefore, techniques such as imagery re-scripting may be beneficial to reduce distress.

**Christina Schut, Jorg Kupfer J,** Justus-Liebig University, Germany; **Dennis Linder,** Medical University of Graz, Austria; **Uwe Gieler,** Justus-Liebig-University, Germany; **Angelika Hofer, Theresa Lahousen,** Medical University of Graz, Austria

### **Psoriasis patients and skin-healthy controls differ concerning the appraisal of touching, shame and disgust.**

**BACKGROUND:** Psoriasis is a chronic skin disease associated with high levels of psychological distress and considerable impact on quality of life. It can affect sexual function and intimacy. There are hints that patients suffering from affected skin feel shame or fear that the partner might be disgusted when noticing the affected skin. Physical pleasure of being touched in an interpersonal partnership could be smaller because of feeling uncomfortable. Therefore, the aim of this study was to evaluate differences between psoriasis patients and skin-healthy controls concerning appraisal of touching behavior, skin-related shame and disgust.

**METHOD:** 171 patients with psoriasis and 171 skin-healthy controls were included in the study. Patients were asked at the beginning of their stay at a rehabilitation clinic whether they were willing to take part in the study. Their mean illness-duration was 22.6 ( $\pm$  14.2) years. Healthy controls (stratified for age and gender) were selected from a representative sample of Germans, who took part in the validation study of the Touch-Shame-Disgust questionnaire (TSD-Q). This questionnaire was used to compare pleasure in touching oneself, touching in a partnership and parental touching during childhood as well as (skin-related) shame and disgust between both groups.

**FINDINGS:** Skin-related disgust and shame were significantly higher in psoriasis-patients than in healthy controls. Psoriasis-patients scored significantly lower than skin-healthy controls concerning appraisal of self-touching and parental touching. In contrast, patients suffering from psoriasis scored higher concerning appraisal of touching in a partnership (all  $p < 0.05$ ).

**DISCUSSION:** The study showed that psoriasis patients and healthy controls differ regarding the appraisal of touch, (skin-related) shame and disgust. Future studies might investigate whether the acceptance of the skin disease is linked to these variables. Self-esteem might also play an important role for the appraisal of touching in skin patients. It would be of interest to explore appraisal of touching, shame and disgust, before and after a psychological intervention aiming to improve patients' self-esteem, feelings of stigmatization and acceptance of the skin disease. We suppose that patients with psoriasis could e.g. profit from role-plays, which could help to strengthen their self-confidence.

**Pauline Nelson, Karen Kane, C J Pearce, Christine Bundy, A Chisholm,** University of Manchester, United Kingdom; **R Hilton,** Bridgewater Community Healthcare NHS Trust, United Kingdom; **Rachael Thorneloe,** University of Manchester, United Kingdom; **Helen Young, Christopher E M Griffiths,** University of Manchester, United Kingdom and Salford Royal NHS Foundation Trust, United Kingdom; **Lis Cordingley,** University of Manchester, United Kingdom

### **The bigger picture: Changing understanding of psoriasis with new patient resources and identifying perceived mechanisms of change.**

**BACKGROUND:** Psoriasis is a complex skin condition associated with psychological distress, social withdrawal and comorbidities. Patients believe the disease is trivialised by others; their understanding of psoriasis is low and condition-specific self-management support is lacking. The

Common-Sense Self-Regulatory Model (CS-SRM) emphasises the role of illness/treatment beliefs on coping and self-management. New patient resources (IMPACT 'Pso Well': Psoriasis and Wellbeing) informed by the CS-SRM addressed: psoriasis as a long-term condition; medication management and lifestyle behaviours. We investigated whether the resources: a) broaden understanding of psoriasis without increasing anxiety; b) are acceptable/usable and whether patients c) identify any potential mechanisms of change.

**METHOD:** The Revised Illness Perceptions Questionnaire (IPQ-R modified for psoriasis) and the Hospital Anxiety and Depression Scale (HADS) were administered pre- and post-exposure to the new resources in patients with psoriasis recruited from primary care. Visual Analogue Scales (VAS) assessed patients' perceptions of change in understanding and anxiety. Qualitative interviews using Framework Analysis with a subset of participants explored acceptability/usability and any perceived active ingredients of the resources.

**FINDINGS:** 55 patients completed the pre-/post-intervention questionnaires (56% female; mean age 58 years). Post-exposure, a large effect size was indicated in two IPQ-R domains: illness coherence ( $t [55] = -3.48, p = .001$  [two-tailed],  $\eta^2 = 0.19$ ) and personal control ( $t [55] = -2.98, p = .004$  [two-tailed],  $\eta^2 = 0.14$ ); and a medium effect size in one domain: treatment control ( $t [55] = -2.08, p = .042$  [two-tailed],  $\eta^2 = 0.08$ ). HADS anxiety scores did not change. For VAS scores, 80% of participants reported increased understanding of psoriasis and 16% reduced anxiety. Interviews with 19 patients indicated the resources were acceptable and usable. Factors reported to broaden understanding and encourage change included: coherent linking of disease aspects; perceived personal relevance of content and high quality design. Patients reported these features promoted feelings of self-worth and a desire to engage with self-management.

**DISCUSSION:** This study suggests that carefully designed, high quality, theory-based psoriasis resources are acceptable to patients and can improve their understanding, coherence and sense of control without a corresponding increase in anxiety.

**Madeline Pasterfield, Andrew Thompson**, University of Sheffield, United Kingdom; **Sally-Ann Clarke**, The Royal Alexandra Children's Hospital, Brighton, United Kingdom

### **The development of a self-help intervention to build social confidence in people living with visible skin conditions or scars: A think aloud-study.**

**BACKGROUND:** People with a visible difference such as a skin disease or scarring can experience social distress and negative reactions from others. A number of Charities and some NHS services make available camouflage products aimed at concealing marks on the skin. Such services infrequently include access to psychosocial support and service users attending both camouflage and dermatology clinics might benefit from access to theoretically informed psychosocial interventions. This study examines the views of both skin camouflage-users and practitioners on the acceptability of a specifically theoretically informed cognitive-behavioural therapy (CBT) self-help booklet aimed at aiding the development of increased social confidence.

**METHOD:** A think aloud qualitative protocol and interview was used to access participant's views of our novel CBT self-help intervention. Nine participants participated in think aloud interviews and these were analysed using thematic analysis. Six skin camouflage-users and three skin camouflage practitioners provided detailed feedback on content and the likely utility of the intervention.

**FINDINGS:** Participants were supportive of the need for the intervention and commented positively on much of the content. However, some participants reported that they thought that some people using camouflage or NHS dermatology services would be likely to require guidance and support in being able to use the techniques provided in the intervention.

**DISCUSSION:** This study represents an important initial step towards developing a brief self-help intervention for people with living with visible skin conditions or scars. The current version of the self-help is available at <http://bit.ly/ImprovSocialConfid>. We are currently modifying the intervention and intend to conduct a feasibility trial of the intervention that includes further assistance on applying the techniques.

**Mark Hudson**, University of Sheffield and The Becton Centre for Children and Young People,

## **Compassion-focused self-help for psychological distress associated with skin conditions.**

**BACKGROUND:** Theories of adjustment to appearance altering conditions have emphasised the role of shame-proneness in subsequent coping. Approximately 30% of people with skin conditions attending dermatology clinics have significant levels of distress yet have limited access to support. Previous studies have shown that compassion-focused self-help leads to improvements in shame and quality of life for people with skin conditions, but they have not examined mindfulness and self-compassion outcomes. This study aimed to test the feasibility of compassion-focused self-help (CFTsh).

**METHOD:** A randomised-controlled design was used, with participants allocated to either CFT-based self-help or waitlist control. The sample was recruited from the community and consisted of 176 participants with a range of skin conditions. The two-week intervention was provided by email. Participants also received automated reminder emails to facilitate practice. Feasibility was assessed by the level of adherence and attrition. Preliminary effectiveness was investigated using measures of stress, anxiety, depression, skin-related quality of life (QoL), mindfulness and self-compassion.

**FINDINGS:** Eighty-seven participants completed the post-intervention questionnaires (51%). Study completers in the self-help condition demonstrated significant improvements in stress, anxiety, depression, self-compassion and QoL, relative to controls. In the intention-to-treat (ITT) analyses, these findings remained significant, however the effect sizes reduced from moderate to small. The treatment effect on mindfulness also became significant in the ITT analyses. A greater proportion of participants in the CFT-self-help group showed reliable change in skin-related QoL, but no significant differences were found on the other outcome measures. Self-compassion was shown to be a potential partial mediator of the treatment effect on levels of anxiety, but not on the other outcome measures.

**DISCUSSION:** The high attrition rate suggests modification to the design is required prior to further testing. Attrition was attributed in part to problems in downloading materials. Adherence compared favourably to other studies of mindfulness-based self-help. CFT is a high intensity intervention and requires clinicians to have specialist training yet the self-help used here is inexpensive and largely self-guided. Given the observed treatment effects, this study suggests that CFT self-help has potential in this context.



## **EXAMINING POSITIVE BODY IMAGE THROUGH DEVELOPMENT TRANSITIONS, THE EXPERIENCE OF VISIBLE DIFFERENCES AND THE ENGAGING IN MINDFUL EXERCISE.**

**Convenors:** Emma Halliwell and Diana Harcourt, University of the West of England, United Kingdom

Over the last decade the emergence of positive body image research represents an important shift from a primary focus on disturbances to a comprehensive exploration of the body image concept (Smolak & Cash, 2011; Tylka & Wood-Barcalow, 2015). Evidence demonstrates that positive body image is independent from negative body image (Tylka & Wood-Barcalow, 2015), that it predicts adaptive eating (Andrew, Tiggemann & Clark, 2016) and that it is associated with numerous and diverse indicators of well-being (e.g. Avalos et al., 2005; Tylka & Kroon Van Diest, 2013; Wasyliw, MacKinnon, & MacLellan, 2012). Several areas for future research in positive body image have been identified (Halliwell, 2015). This symposium addresses many of these areas. Collectively, the papers develop theory, incorporate previously unexplored populations and extend conceptualization and measurement within positive body image. Piran examines the complex experiences of embodiment among a large and diverse sample of girls and women. She identifies a broad range of experiences that foster and thwart embodiment providing the foundation for subsequent contributions. Halliwell et al evaluate the acceptance model of intuitive eating among women with and without visible differences. Visible difference can be associated with positive gains (Egan, Rumsey, Harcourt et al., 2011) and the experience of visible differences may offer important insights into developing positive body image (Tiggemann, 2015). Whilst the acceptance model was broadly applicable there were some interesting variation between these groups of women. Tylka extends the conceptualisation of positive body image to consider an individual's ability to broadly conceptualize beauty. This work operationalizes an additional component of positive body image that may elucidate further the psychological processing associated with positive body image. Tiggemann's paper examines whether involvement in embodying exercise activities are associated with positive body image and presents an empirical test of embodiment theory. The findings support theory but also raise interesting issues around motivation for engagement in these activities. Finally, Calagero and Tylka consider mindful exercise practices across a range of exercise behaviours. Together these papers support existing models of positive body image. They also offer important new insights that inform theoretical development and interventions to promote embodiment and well-being.

**Niva Piran**, University of Toronto, Canada

### **Capturing the quality of embodied lives among girls, younger, and older women: Core emergent dimensions, measurement, developmental pathways, and clinical implications.**

**BACKGROUND:** This research program responded to calls within the body image field to move beyond the evaluation of one's body in capturing girls' and women's ways of inhabiting their bodies. The program included, first, a large-scale qualitative study with girls and women, and, second, the development of a quantitative measure that captures the multidimensional experience of the quality of embodied lives. It also included a mixed methodology research program that led to the emergence of the Developmental Theory of Embodiment.

**METHOD:** Phase I – A Qualitative Exploration: (a) A 5-year prospective interview study with 27 girls, ages 9-13 in year 1 (87 interviews); (b) A life history study with 11 young women, ages 20-27 (30 interviews); and (c) A life history study with 31 older women, ages 50-70 (54 interviews). Interviews focused on participants' experiences in their bodies as they engaged with the world around them. Analysis followed the Constructivist Grounded Theory approach. Phase II – Development of the Experience of Embodiment Scale (EES): The 34 Items of the EES scale are based on repeated themes that emerged in the qualitative research program. The EES was subjected to two psychometric studies: (a) A study with 92 women, ages 19-55; and (b) A study with 412 women, ages 18-45.

**FINDINGS:** Phase I – A Qualitative Exploration: The emergent Experience of Embodiment (EE)

construct ranged from positive to negative, depending on participants' experiences on 5 related dimensions: connection and comfort with one's body, embodied agency, connection and expression of desires, attunement to self care, and engagement in meaningful pursuits not focused on an objectified gaze upon one's appearance. Phase II – Development of the Experience of Embodiment Scale (EES): Exploratory factor analysis of EES revealed 6 factors, providing a cross-method cross-validation of the dimensions of embodiment that emerged in the qualitative analysis. Two psychometric studies of the EES revealed high internal consistency and test-retest reliability, as well as its construct validity.

**DISCUSSION:** The research program deepens the understanding of embodied lives of girls and women and suggests the complexity of both disruptions and healing processes in embodiment. Further, the shared dimensions of embodiment across the life span allows for the tracing of embodied journeys and the study of development etiological theories, such as the Developmental Theory of Embodiment.

**Emma Halliwell, Hannah Jarman**, University of the West of England, United Kingdom; **Tracy Tylka**, The Ohio State University, USA; **Amy Slater, Diana Harcourt**, University of the West of England, United Kingdom

### **Examining the acceptance model of positive body image and intuitive eating amongst women with and without a visible difference.**

**BACKGROUND:** To date positive body image research has focused on individuals who do not have a visible difference. However, it is clear that a visible difference or disfigurement can be associated with positive gains (Egan, Harcourt, Rumsey et al., 2011) and, theoretically, positive body image may be particularly important for adjustment (Halliwell, 2015). Moreover, understanding positive body image among individuals with an altered appearance may offer important insights into factors that protect from detrimental appearance messages, commonplace in an appearance obsessed culture (Tiggemann, 2015). Therefore, this study examined the acceptance model of positive body image and intuitive eating amongst adult women with and without a visible difference.

**METHOD:** The sample consisted of 336 women (aged 18-76; mean age 38 years) who did (n=128) or did not (n=208) identify themselves as having a visible difference such as a skin condition, scarring from a burn injury, or a craniofacial condition such as cleft lip and palate. Participants were recruited via social media and mailing lists. Online questionnaires were utilised to measure aspects of body image, social support, mood and eating behaviour.

**FINDINGS:** Women with a visible difference reported significantly lower levels of body appreciation, perceived social support, mood and higher body surveillance and body image psychological inflexibility than women without a visible difference. Moreover, these differences held when demographic factors were controlled. The acceptance model of intuitive eating fit the data for both groups of women. However, there were differences in the relationships within the model for each group. Most notably there were fewer significant associations with intuitive eating for women with a visible difference compared to those without a visible difference. In addition, psychological inflexibility moderated relationships within the model.

**DISCUSSION:** These findings indicate that variables identified in the acceptance model are relevant for both groups of women. However, the results suggest that additional factors contribute to positive body image among women whose appearance is in some way different to 'the norm'. These factors and the possible implications in terms of theory and interventions will be discussed.

**Tracy Tylka**, The Ohio State University, USA

### **Perceiving beauty in all women: Development and psychometric evaluation of the broad conceptualization of beauty scale.**

**BACKGROUND:** Women's ability to broadly conceptualize beauty (i.e., perceive many looks, appearances, body sizes/shapes, and inner characteristics as beautiful within other women

and themselves) has been identified as an important facet of positive body image in qualitative research. A scale is needed to assess and more fully understand this construct within quantitative research.

**METHOD:** The Broad Conceptualization of Beauty Scale (BCBS) was developed to measure the extent women define female beauty widely within external and internal characteristics. Item content was cross-validated by five positive body image experts. The BCBS's psychometric properties were then examined among four female online community samples totaling 1086 women from the United States (average age = 35 years).

**FINDINGS:** Exploratory and confirmatory factor analyses revealed a unidimensional BCBS structure with nine items. BCBS scores were internally consistent (Cronbach's  $\alpha = .85-.91$ ) and stable (ICC across 3 weeks = .84). In terms of convergent validity, BCBS scores were positively related to body appreciation, body image quality of life, and self-compassion as well as inversely related to anti-fat attitudes and thin-ideal internalization. Criterion-related validity was accrued via BCBS scores' inverse associations with body surveillance, social comparison (body-, eating- and exercise-related), and acceptance of cosmetic surgery. Negligible correlations between BCBS scores and impression management, narcissism, hubristic body pride, and body mass index provided evidence of discriminant validity. Incremental validity was garnered via the BCBS contributing unique variance in anti-fat attitudes (above thin-ideal internalization), self-compassion (above body appreciation), and body appreciation (above anti-fat attitudes). An interaction term between BCBS scores and women's perceptions of self-beauty (Item 10 from the Body Appreciation Scale-2) was created to assess a broad conceptualization of self and other beauty, which also yielded convergent, criterion-related, discriminant, and incremental validity evidence.

**DISCUSSION:** Researchers and clinicians can use the BCBS alone to assess women's perceptions of female beauty, or they can use the BCBS alongside women's perceptions of self-beauty to more comprehensively explore women's ability to broadly conceptualize beauty for others and themselves.

**Rachel M Calogero**, University of Kent, United Kingdom; **Tracy L Tylka**, The Ohio State University, USA; **Kelly Pedrotty-Stump**, Renfrew Centre, USA

### **The role of attuned exercise in positive body image: A theoretical, empirical, and practical case.**

**BACKGROUND:** Cultivating mindful awareness during exercise represents a key phenomenological shift in how people move and inhabit their bodies during physical activity. Derived from an integration of social, clinical, and positive psychological perspectives, and the power of experiential therapies, the concept of attuned exercise will be described and examined in the context of positive body image.

**METHOD:** A mixed-gender sample of participants (aged 19-71) recruited from MTurk completed a new measure of attunement with exercise (AWE), alongside other questionnaire measures of exercise motives, positive body image, intuitive eating, and social comparison.

**FINDINGS:** Exploratory and confirmatory factor analyses revealed a multidimensional model of attuned exercise. Notably, process-focused exercise (vs. outcome-focused exercise) predicted more positive body image and intuitive eating, and less generalized and body-based social comparisons. Attuned exercise was significantly lower among women compared to men, and increased concurrently with age.

**DISCUSSION:** Consistent with theories of mindfulness and embodiment, this research suggests that fostering attunement with exercise may be a critical component of cultivating and sustaining positive body image. The benefits and challenges of facilitating attuned exercise for the promotion of positive body image will be considered.

## Oral Presentations:

**Jessica M Alleva**, Maastricht University, Netherlands; **Jolanda Veldhuis**, VU University, Netherlands; **Carolien Martijn**, Maastricht University, Netherlands

### **Can focusing on body functionality protect women from the potential harmful effects of exposure to the thin ideal?**

**BACKGROUND:** Research has shown that exposure to thin-ideal media imagery can cause women to feel unhappy with their own body and to experience heightened levels of self-objectification. The aim of the present study was to explore one potential individual-level strategy that women can use to protect themselves from the potential harmful effects of such imagery: Namely, by focusing on the functionality of their body, or everything that their body can do.

**METHOD:** Seventy undergraduate women completed a 15-minute writing assignment wherein they either described the functionality of their body or the routes that they often travel (as a control condition). Immediately afterward, participants were exposed to a set of thin-ideal media images. Appearance and functionality satisfaction were measured both immediately before the writing assignment and after exposure to the thin-ideal imagery, whereas body appreciation and self-objectification were measured only after exposure.

**FINDINGS:** Participants who described the functionality of their body experienced significantly greater functionality satisfaction and body appreciation compared to participants in the control condition.

**DISCUSSION:** Focusing on body functionality could be a potential individual-level strategy that women can use to protect and promote a healthy body image when confronted with thin-ideal media imagery. Research including an additional condition wherein participants are exposed to (product-only) control images is necessary to draw firmer conclusions.

**Jean-François Amadiou**, **Sevag Kertechian**, Sorbonne University – Paris 1, France

### **The impact of low-cut clothing on the selection of saleswomen and accountant candidates: A french empirical testing.**

**BACKGROUND:** Physical appearance has shaped interpersonal relations for a long time. Half of all recruiters even consider it as a criterion of selection (Holzer, 1993). More precisely, appearance is considered to be a dual concept: physical and sartorial (Pages-Delon, 1989). Previous studies were focused on its physical aspect, while the other ones concerning sartorial aspects were rather focused on the use of cosmetics (Etcoff et al, 2011). However, to our knowledge, apparel hasn't yet been treated scientifically within the field of human resources. Indeed, clothing as an object carried by the body, shapes impressions according to its style (Howlett et al., 2015), and highlights the bust. Just like makeup, the bust is affected by personological inferences (Dixon et al., 2011). Thus, clothing plays a significant role in shaping impressions more or less positively. These points lead us to ask a main question: Can the sartorial appearance capture greater attention from recruiters when selecting résumés?

**METHOD:** In order to measure the impact of clothing at the time of selection of candidates, we used the testing method. In response to a job posting, we sent out a couple of résumés, identical in terms of skills and experiences, but with different pictures. Our main candidate was dressed in a somber outfit, while our test candidate sported a low-cut dress. The leading objective is to verify if a candidate's apparel has an impact on landing a job interview.

**FINDINGS:** Taking into account positions with (saleswoman) and without customer interactions (accountant), our results showed that low-cut dresses captured the attention of the recruiters more efficiently. Firstly, concerning our saleswoman candidates (n:200), those wearing low-cut dresses got 62 additional positive answers ( $p \leq .001$ ) than the normal candidates. That is to say, our candidates sporting low-cuts have 18.6 more chances of getting a positive answer than the ones wearing a normal outfit (odds ratios). Identically, for the accountants (n:200), our results showed that candidates wearing low cut dresses got 68 additional positive answers ( $p \leq .001$ ), as

they have 19.12 more chances of getting a positive answer.

**DISCUSSION** Using résumés rotation, we were able to target and assess the effects of a low-cut dress. Indeed, our results showed interesting trends as low-cut dresses significantly influenced the choice of the recruiters even for accounting positions.

**Melissa J Atkinson, Philippa C Diedrichs, Kirsty Garbett**, University of the West of England, United Kingdom

### **Evaluating 'Dove Confident Me: 5-part Body Confidence Workshops for Schools': Results from a school-based cluster randomized controlled effectiveness trial.**

**BACKGROUND:** Body dissatisfaction is prevalent among adolescents. It is the most potent modifiable risk factor for eating disorders, and it impacts on their academic performance, and psychological and physical health more broadly. Most school-based body image interventions have been trialled with external expert-led delivery (e.g., researchers, psychologists). This study evaluated the effectiveness and acceptability of a universal, evidence-based 5-session school body image intervention for adolescents aged 11-13 years (N=1495, 51.4% male) when delivered by their school teachers.

**METHOD:** Seven schools in the UK were randomised to receive the 5-session intervention (n=848), or lessons as usual control (n=647). Standardised self-report measures of body esteem, related risk factors, and disordered eating were completed at baseline, post-intervention, 2- and 6-month follow-up.

**FINDINGS:** Linear mixed model analyses were conducted, controlling for baseline and using a significance threshold of  $p < .01$  to account for multiple testing. Girls participating in the intervention reported significant improvements relative to control on body esteem at 2- and 6-month follow-up ( $d = .31$  and  $.22$ , respectively), as well as a reduction in frequency of appearance-related teasing at 6-month follow-up ( $d = .24$ ). For boys, there was a slight increase in frequency of teasing at post-intervention ( $d = .19$ ), however, this was not maintained at follow-up and was not accompanied with increased distress related to this teasing.

**DISCUSSION:** These findings demonstrate maintained benefits on our primary outcome of body esteem among young girls. This supports the feasibility of task-shifting body image improvement interventions to teachers. However, the lack of effects on other risk factors suggests that intervention refinement and improved teacher training and delivery are warranted in future research and practice, in order to increase impact across additional outcomes, and among boys.

**Lisa M Ballard**, University of the West of England and University Hospital Southampton NHS Foundation Trust, United Kingdom; **Angela Fenwick**, University of Southampton, United Kingdom; **Elizabeth Jenkinson**, University of the West of England, United Kingdom

### **Falling short: Living with Russell-Silver syndrome**

**BACKGROUND:** Russell-Silver syndrome (RSS) is a rare genetic condition and is characterised by slow growth in the womb leading to poor post-natal growth, short stature (SS) in adulthood, triangular facial appearance, body asymmetry (Wakeling, 2011), and low muscle mass (Schweizer et al., 2008). Previous research has indicated that having a visible difference such as RSS can impact significantly on an individual's life resulting in low self-esteem and negative body image in adolescence (Rumsey & Harcourt, 2005). However, there is a lack of research exploring the lived experience of adults with RSS, and a clear need for this to aid understanding of the challenges of this rare condition for health care professionals (HCPs) to provide appropriate support.

**METHOD:** Thematic analysis was conducted on data from in-depth, semi-structured interviews with 15 participants (7 female) aged between 17 and 55. The interview schedule prompted participants to discuss their experience of RSS in relation to key stages in their lives as well as topics such as intimate relationships, discrimination and any lifestyle adjustments.

**FINDINGS:** The analysis identified key themes common among many participants; two of which, 'Mayor of the friend zone' and 'Symmetry's a good thing', are discussed here. There was a clear difference between female and male experiences during adolescence and early adulthood with

appearance concerns like SS and slim build leading many male participants to feel they had fallen short of the masculine ideal. Whereas some female participants saw these attributes as an advantage. These issues for male participants, along with factors such as asymmetry in a few cases and upward social comparison, appear to have impacted participant's confidence and self-esteem leading to difficulties in forming intimate relationships.

**DISCUSSION:** The focus for HCPs involved in the care of children with growth problems is often on height, for which there is a clear treatment pathway using growth hormone therapy, but no robust evidence to support its effectiveness in children with RSS (Wakeling, 2011). No psychological support is offered to these patients, however this research suggests patients struggle with varied appearance and body image related concerns which often overshadow a concern about height. These findings will inform an educational package for HCPs working with RSS patients and their parents, and help inform psychosocial support for this overlooked patient group.

**Beth T Bell**, York St. John University, United Kingdom; **Nova Deighton-Smith, Glen Jankowski, Megan Hurst, Helen Fawkner**, Leeds Beckett University, United Kingdom

### **Body Image and Eating Disorders Awareness Week: An impact and engagement case study.**

**BACKGROUND:** Negative body image and disordered eating are hot topics in contemporary society, due to their deleterious consequences and high prevalence rates. Academics involved in researching these issues are faced with the question: how best can we engage the public in our research, ensuring our research has maximum impact? In this paper, we describe a series of annual collaborative public engagement events (Body Image and Eating Disorders Awareness Week) and the subsequent evaluation. The aim is to create awareness of body image and eating disorder related issues within the local community and support the research activities of academics working within them.

**METHOD:** Led by academics at two UK universities, Body Image and Eating Disorders Awareness Week activities have now taken place annually, over three consecutive years, both on university campuses and within the local community. Activities include workshops, public lectures (including Psychology in the Pub), fundraising, data collection, and community-based outreach activities. Multiple methods (quantitative and qualitative) have been deployed to evaluate these activities in terms of public engagement and impact.

**FINDINGS:** The events have succeeded in beginning to challenge unrealistic appearance pressures/ideals and raise awareness about body dissatisfaction and related consequences (e.g., disordered eating) among the local community. This awareness has also transformed into impact, and examples of this will be discussed (e.g. school-based interventions). Data collected through Body Image and Eating Disorders Awareness Week activities have also furthered academic understanding of body image and eating disorders.

**DISCUSSION:** Body Image and Eating Disorders Awareness Week is one way in which academics have successfully engaged the public in research to raise awareness of what is an urgent public health and societal issue. The practicalities and challenges of organising and evaluating such events will be discussed.

**Lynda G Boothroyd**, Durham University, United Kingdom; **Elizabeth H Evans**, University of Newcastle, United Kingdom

### **The impact of 'ultra-thin' fashion dolls on body satisfaction in young girls.**

**BACKGROUND:** Western visual media which display larger numbers of positively valenced low-weight figures has been shown to affect body satisfaction in young women, potentially by affecting internalised ideals and/or increasing social comparison with low weight figures; research into the effects of dolls on younger girls, however, has been sparse and with somewhat contrasting results (Dittmar et al 2006, Dev Psychol; Anschutz & Engels, 2010, Sex Roles). The current study sought to address this gap in the literature.

**METHOD:** Thirty five 5-9 year-old girls played in pairs or with the experimenter, with either ema-

ciated dolls (Barbie and Monster High) or dolls representing a putative healthy-child shape (Lottie and Dora). Before and after playing with the dolls, girls indicated their perceived own-body size and ideal body size on an interactive computer task. Body dissatisfaction was calculated as the ideal self minus actual self scores. The girls also indicated what they considered to be the most attractive adult female body shape using a similar task.

**FINDINGS:** There was a significant interaction between time and doll group for both ideal self, ideal adult and dissatisfaction scores such that playing with the emaciated dolls lead to significant drops in the projected BMI of the children's ideal-self ( $F = 9.8, p = .004$ ) and preferred adult size ( $F = 6.0, p = .02$ ), and an increase in body dissatisfaction ( $F = 5.6, p = .03$ ) relative to play with 'healthy' dolls. There was no effect of doll group on perceived actual self ( $p = .7$ ).

**DISCUSSION:** These data support previous results suggesting that emaciated dolls may represent a risk for body satisfaction in young girls, and highlight the potential for dolls representing a healthy BMI to alleviate that risk. Further research should seek to elucidate the mediating factors involved in this effect.

**Stephanie Chatland**, McMaster University, Canada

### **Facing differences: Media representation of facial difference.**

**BACKGROUND:** North American society is heavily influenced by advertisements, movies, television shows, and literature. As such, exploring the media's representation of facial difference (FD) is an important topic to address, as it is necessary to understand what (if any) impact and influence the media has historically had on people with facial differences. This research sought to examine how individuals who identify as having a FD view current representations of facial difference in mainstream media and what they understand to be the impacts of such on their own lives.

**METHOD:** The qualitative research methods of Photo Voice and Photo Elicitation were used together in order to elicit participants' feelings, concerns, and to promote dialogue on the topic. In addition, participants were given power through their own use of visual imagery and language; doing so was a means for participants to challenge existing visual representations in mainstream media. Rather than calling on the historically-valued quantitative research methods that are often used in the medical world, it was important to this research to gather first-hand, descriptive stories from participants so that participants could share their experiences of the effects of media representation of FD.

**FINDINGS:** Macro and micro conditions were accounted for when seeking explanations for participant's statements. The focus group revealed many important issues pertaining to the topic of FD, including society's notion of beauty; how individuals with a FD understand themselves in Western culture; and to what extent the media is responsible in shaping and promoting one's understanding of "normal". To provide validity to the methodologies used, participants were asked to provide feedback on the images created by the focus group to ensure they felt the images created represented what the group intended.

**DISCUSSION:** This research has identified the need for more attention to be paid to how FD is represented in the media as Western society tends to portray FD inaccurately and inappropriately, with damaging results.

**Ana M C Coneo, Andrew Thompson, Paul Norman**, University of Sheffield, United Kingdom

### **The impact of appearance concern, disgust sensitivity and motivations to respond without prejudice on attitudinal responses to disfigurement.**

**BACKGROUND:** Reactions towards stigmatised groups involve both implicit reactions, associated with automatic and reflexive processes, and explicit responses that involve conscious deliberations, guided by motivations to conform to social norms. Furthermore, people's reactions to individuals with facial disfigurement may in part be driven by an innate tendency to avoid potentially contagious diseases. Recent studies suggest that underlying emotional and cognitive variables (like disgust sensitivity and appearance concern) are likely to play a role in the perception of body image stimuli and subsequent negative evaluations. This study examines associations between



disgust sensitivity, appearance-related cognitions, motivations to respond without prejudice, and implicit and explicit attitudes towards disfigurement.

**METHOD:** A within-group cross-sectional design was used with a convenience sample. Participants (N = 489) completed the online study, which included measures of internal and external motivation to respond without prejudice scale (IMS/EMS), valence and salience of appearance (CARVAL/CARSAL), and the Disgust Sensitivity Revised questionnaire (DS-R). Participants then completed an explicit measure of attitudes and the Implicit Association Test (IAT; the use of pictorial stimuli was authorised by Cog Research and Changing Faces).

**FINDINGS:** In the implicit attitudes measure (IAT), participants showed preference for faces without disfigurement ( $t(488)=96.78, p<.001$ ). The construct of contamination disgust was found to be positively correlated with negative implicit attitudes ( $r = .18, p<.001$ ) and high internal motivation to respond without prejudice was found to be associated with positive attitudes on both explicit ( $t(472) = 2.8, p = .005$ ) and implicit measures ( $t(476)= 2.5, p = .01$ ). Males exhibited greater negative attitudes towards disfigurement on both implicit ( $t(228)= 2.41, p<.05$ ) and explicit measures ( $t(225)=2.32, p<.05$ ).

**DISCUSSION:** Participants showed negative implicit responses towards facial disfigurement; however, they did not consider individuals with facial disfigurement to be any different from others on an explicit level. The significant association with the construct of contamination disgust indicates that stigmatisation might be in part due to a response associated with a disease avoidance mechanism. In line with other studies on prejudice, males appeared to show more negative responses towards disfigurement.

**Piers L Cornelissen, Katri K Cornelissen**, Northumbria University, United Kingdom; **Martin J Tovee**, Newcastle University, United Kingdom

### **Using 3D scanned bodies to measure body size over-estimation in women with anorexia nervosa, women who have recovered from anorexia nervosa and controls.**

**BACKGROUND:** A core feature of anorexia nervosa (AN) is believed an over-estimation of body size. This study measured whether women with AN overestimated body size, and if so how this changed depending on their own body size and state of recovery. It also measured whether body size over-estimation was retained in a cohort of women with AN who had been discharged from treatment.

**METHOD:** We recruited 15 women with AN, 15 women who had been discharged from treatment for AN and 15 controls. Each participant filled out a set of psychological measures to index their eating disordered and body image concerns. Each participant was scanned using the size stream 3D scanner ([www.sizestream.com](http://www.sizestream.com)) to create a 3D image of their body. This was then processed in Daz studio 4.8 ([www.Daz3d.com](http://www.Daz3d.com)) to produce a high resolution, colour 3D "photograph" of their body. Participants were then presented with their 3D photograph, whose body mass they could vary using a slider located beneath their picture (i.e. a method of limits paradigm). The change in apparent body mass was generated using a biometric look-up table based on the Health Survey for England (HSE) data. Each participant used the program to estimate their body size and to create their ideal body size. The BMI of each of these bodies was calculated again by reference to the HSE data.

**FINDINGS:** The results show that both the controls and recovered women with AN tended to slightly over-estimate their body size, and both sets had an ideal lower than both their actual body size and their estimated body size. The women AN have a very different pattern of results. They are very accurate in judging their body size at very low BMI values, but as their weight increases they increasing over-estimate their body size (to a much greater degree than is seen in the other two groups). At low BMI values, their ideal body size is the same as their estimated and actual body size. However, at higher BMI values their ideal is very sharply lower than their actual and estimated body size.

**DISCUSSION:** These findings illustrate the potential problem that body size judgements will have in the treatment of women with AN. At low BMI values, the women with AN have achieved their ideal, but as their BMI improves with treatment they start to significantly over-estimate their body size and their ideal is much lower than their current size. Both of these factors conspire to

undermine their recovery.

**Deirdre Cowman**, All Hallows College, Ireland

### **Irish primary and secondary school teachers' experience of body image in the classroom.**

**BACKGROUND:** Teachers play a hugely important role in promoting positive body image and preventing disordered eating. However, teachers receive little or no relevant training on this topic and they consistently report lack of knowledge as a barrier to implementing prevention programmes (Neumark-Sztainer, Story & Collier, 1999; Yager & O'Dea, 2005). The current study explores the experience of Irish primary and secondary school teachers in relation to body image and disordered eating and their perception of what schools can do to promote positive body image and prevent disordered eating.

**METHOD:** A mixed-method online survey was distributed through social networking sites and through school email addresses and 297 teachers (203 primary, 94 secondary) responded. Closed questions included the Body Esteem Scale for Adolescents and Adults (Mendelson, White & Mendelson, 1997) and questions on existing training and preference for relevant training and resources. Open-ended questions included items on their experience of body image in the classroom, what schools could do to promote body image and what the challenges for schools promoting body image.

**FINDINGS:** Results indicated that relatively few of the teachers had received training on body image, disordered eating or appearance-related bullying and the majority of respondents were somewhat to very interested in learning more about disordered eating prevention. Thematic analysis of open-ended questions identified several themes including 'Sensitive topic', 'Meaning of health', 'Fear of fat', 'Teacher as role model', 'Outside influences' and 'Need for balance'. Participants acknowledged the need for specialised training and highlighted that time and resources are limited in schools. A high percentage of suggestions for promoting positive body image emphasised nutrition and exercise.

**DISCUSSION:** Results will be discussed in terms of practical implications such as how teacher training should address teachers' own body image as well as their understanding of the many factors that contribute to children's body image.

**Nadia Craddock**, University of the West of England, United Kingdom; **Bailey Powe, Eric Stice**, Oregon Research Institute, USA; **Phillippa C Diedrichs**, University of the West of England, United Kingdom

### **Acceptability and feasibility of a dissonance-based body image intervention for Girl Guides and Girl Scouts: Qualitative results from an adoption and implementation study across thirteen countries.**

**BACKGROUND:** The World Association of Girl Guides and Girl Scouts (WAGGGS) partnered with the Dove Self-Esteem Project to implement a body image intervention, 'Free Being Me', globally. The intervention was adapted from an evidence-based cognitive dissonance body acceptance intervention 'The Body Project'. 'Free Being Me' has been disseminated in over 100 countries to 2.3 million guides and scouts since 2013. This study aimed to explore key stakeholders' views on the adoption and implementation of 'Free Being Me', to inform future efforts to broadly implement body image interventions.

**METHOD:** National staff and local program leaders (N= 28) from thirteen of WAGGGS' member organizations across Europe, Asia, South America, U.S., and Australia took part in semi-structured interviews. Respondents shared their views on the acceptability, appropriateness, and feasibility of implementing the intervention on a local and national scale. Interviews were audio-recorded, transcribed verbatim, and analyzed thematically.

**FINDINGS:** 'Free Being Me' was perceived as a valuable, timely, and effective intervention to improve girls' body image and self-esteem. The intervention reportedly had a positive impact on girls, staff and leaders, and the wider community. Leaders mostly found it easy and enjoyable to

deliver. The length, format, and prescriptive nature of elements of the intervention, however, were challenging for some member organizations. Consequently, leaders often adapted the program to suit the needs of their girl guides, culture, and organizational infrastructure. WAGGGS's global co-ordination of financial, training, and organizational support was beneficial to implementation. However, the scale of delivery required from WAGGGS was a challenge for some member organizations, and a lack of infrastructure, future funding, and workforce capacity were seen as obstacles for sustainable long-term delivery.

**DISCUSSION:** 'Free Being Me' reportedly had a positive impact on girl guides, member organizations, and the broader community. Adaptations to the intervention made it more acceptable, however, their impact on intervention effectiveness is still being assessed. To ensure the effectiveness and sustainability of broadly implementing evidence-based body image interventions, solutions for organizational and funding challenges will be essential.

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### **Evaluating a website designed to improve body image and psychosocial well-being among adolescent girls and their mothers: A cluster randomised controlled trial with mother-daughter dyads.**

**BACKGROUND:** Poor body image is a public health issue. Mothers are a key influence on adolescent girls' body image. This study evaluated the impact of an accessible, scalable, low-intensity internet-based intervention delivered to mothers (Dove Self-Esteem Project Website for Parents; selfesteem.dove.com) on mothers' and their 11-13 year old adolescent daughters' body image and psychosocial well-being.

**METHOD:** Mother-daughter dyads (N=235) from nine towns in the UK participated in a cluster randomized controlled trial. Dyads were randomised to 1 of 3 conditions; assessment-only control; mothers viewed the website without structured guidance for 30-minutes (website-unstructured); mothers viewed the website for 30-minutes via a tailored pathway (website-tailored)]. Dyads completed standardized self-report measures of body image, related risk factors and psychosocial outcomes at baseline, 2-weeks post-exposure, 6-week and 12-month follow-up.

**FINDINGS:** Dyadic models showed that relative to the control, mothers who viewed the website reported significantly higher self-esteem at post-exposure (website-tailored), higher weight esteem at 6-week follow-up (website-tailored), lower negative affect at 12-month follow-up (website-tailored), engaged in more conversations with their daughters about body image at post-exposure and 6-week follow-up, and were 3 - 4.66 times more likely to report seeking additional support for body image issues at post-exposure (website-tailored), 6-week, and 12-month (website-tailored) follow-up. Daughters whose mothers viewed the website had higher self-esteem and reduced negative affect at 6-week follow-up. Effects were small-medium in size. There were no differences on daughters' body image, and risk factors among mothers or daughters, at post-exposure or follow-up. Tailoring website content appeared beneficial.

**DISCUSSION:** This intervention offers a promising 'first-step' approach towards improving psychosocial well-being among mothers and daughters. Effect sizes were mostly small, however, the reach of this intervention (approximately 792,000 visits per year across eight countries) is encouraging given that when interventions with small effects are delivered at scale they have the potential to confer population benefits. Research to further strengthen intervention effects, particularly for body image outcomes, and to examine mechanisms for change would be beneficial, in order to optimise the intervention further.

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### **A prospective study of the impact of sexual violence on body dissatisfaction among**

## teenagers.

**BACKGROUND:** Child sexual abuse is a serious problem in our society. Results of meta-analyses indicate prevalence rates ranging from 15-20% for women and 8% for men worldwide (Barth et al., 2012; Pereda et al., 2009; Stoltenborgh et al., 2011). These prevalence rates are worrisome, considering that sexual abuse leads to a host of negative short- and long-term consequences, such as psychological distress, post-traumatic stress disorder, substance abuse, sexual dysfunction, and subsequent revictimization (e.g., Daigneault et al., 2009; Dion et al., 2016; Norman et al., 2012). Although hundreds of studies have documented the consequences of child maltreatment, less is known about its relationship with body dissatisfaction (Brooke & Mussap, 2012). Body dissatisfaction may serve as a mean of coping with the suffering of past sexual abuse, improving self-esteem or reducing shame associated with sexual abuse stigma. Considering that body dissatisfaction is an important risk factor for developing psychological problems, such as depression and eating disorders (e.g., Paxton et al., 2006; Stice, 2002), variables associated with its development, such as sexual abuse, should be further studied. Body dissatisfaction being strongly gendered (Ricciardelli et al., 2004), another aim of this study was to examine gender differences in the relationship between sexual abuse and body dissatisfaction.

**METHOD:** This longitudinal study aimed to analyze the effects of sexual violence on body dissatisfaction, as well as other relevant variables such as body mass index, gender, and parental support. Analyses included 902 adolescents (75.9% girls) participating in the Quebec Youths' Romantic Relationships survey (QYRRS), a longitudinal study of youth aged between 14 to 18 years. Adolescents completed standardized measures, which include the Contour Drawing Rating Scale (Thompson & Gray, 1995) to assess body dissatisfaction.

**FINDINGS:** Overall, results indicate that sexual abuse and sexual harassment assessed at baseline were significantly associated with body dissatisfaction two years later. Other factors were also related to body dissatisfaction, such as gender, body mass index, age of first sexual relationship, childhood adverse experiences, psychological distress and parental support.

**DISCUSSION:** Findings from this study suggest a need for well-tailored interventions targeting sexual violence and its effects, as well as programs promoting body satisfaction in adolescence.

**Barbara Dooley, Edel Murphy**, University College Dublin, Ireland; **Louise Dolphin**, Headstrong Dublin, Ireland; **Aoife Menton**, Enable Ireland, Ireland

## What factors mediate the relationship between global self-worth and weight and shape concerns?

**BACKGROUND:** The goal of the research was to understand how gender, age and estimated BMI influence global self worth (GSW), weight & shape concerns (WSC) while considering the following factors previously identified as important within the literature: physical appearance, emotional eating, depression, romantic appeal, restrained eating and dieting behaviour, within a 12-18 year old age cohort. A direct relationship between GSW and WSC was hypothesised. However, it was hypothesised that this relationship was mediated by physical appearance, emotional eating, depression, romantic appeal, restrained eating and dieting behaviour, while controlling for demographic factors.

**METHOD:** Participants were 775 adolescents (56% male) aged 12-18 years ( $M = 14.6$ ;  $SD = 1.50$ ). All participants were attending secondary school. Opt in consent by both adolescent and parent/guardian was required. Variables studied were assessed using standardised instruments.

**FINDINGS:** Preacher and Hayes' mediation analysis revealed a direct and a mediated effect between global self-worth and two body image models: 1) weight concerns and 2) shape concerns. Although gender and BMI were not found to moderate the model they were included in the final mediation models as covariates. The strongest mediators in both models were physical appearance, restrained eating, and depression. Partial mediation was observed for both models, indicating that body image factors, which span cognitive, affective, and behavioural constructs, explain the association between global self-worth and weight and shape concerns. In this study, 34-36% of the variance in shape concerns and weight concerns respectively was explained by GSW and mediating variables. Age failed to account for variance in the data.

**DISCUSSION:** The findings suggest that adolescents with low GSW may be protected from weight and shape concerns if they demonstrate a positive physical appearance schema, low restrained eating behaviour, low depressive feelings, and (to a lesser extent) engage in low levels of emotional eating and dieting behaviour. Implications for future research, weight and shape concern prevention and global self-worth enhancement programmes are discussed.

**Christian Edwards**, University of Worcester, United Kingdom; **David Tod**, Liverpool John Moores University, United Kingdom; **Gyozo Molnar**, University of Worcester, United Kingdom

### **In search of masculine capital: Men's experiences leading to high drive for muscularity.**

**BACKGROUND:** Studies on the drive for muscularity (DFM) have primarily been quantitative focusing on identifying correlates. Currently little is known about men's experiences leading them to desire high levels of muscle and engage in behaviors to increase their masculine capital (MC). Our purpose was to explore the stories of men with high DFM revealing the socio-cultural and personal factors leading to DFM and their search for MC.

**METHOD:** In-depth life-history interviews and multiple in-the-field conversations were undertaken with twenty men (Mean age=28.45, SD=6.96, years) scoring  $\geq 3$  on the Drive for Muscularity Scale (Mean=4.30, SD=0.70).

**FINDINGS:** Men's stories focused on a set of dysfunctional childhood and adolescent socio-cultural interactions, including forms of symbolic violence, between them and significant others. In these interactions men were exposed to dominant social narratives of masculinity, and through comparisons and reinforcement they identified discrepancies between themselves and these narratives. These interactions led them to realize that they lacked MC and related symbolic capital in late adolescence and early adulthood. Men struggled to increase their MC and driven by activating events, compensated through DFM desires and behaviors.

**DISCUSSION:** This study advances knowledge by revealing the socio-cultural and personal processes participants believed led to their high DFM. Findings reveal that men's search for MC may have led them to develop and maintain high levels of DFM. A process model, informed by developmental theory, is presented to assist future research.

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### **Do disordered eating and body dissatisfaction develop differently in boys and girls? An eight-year longitudinal cohort study.**

**BACKGROUND:** Disordered eating and body dissatisfaction are common in pre- and early adolescence. They pose risks to children's health and wellbeing, but their pattern of pathogenesis in boys and girls is unclear. This study tracked their development from the age of 7 to 15 years, focusing particularly upon participants with the highest levels of disordered eating at 9 years old.

**METHOD:** Participants from the Gateshead Millennium Study birth cohort (N=526, 51% girls) completed self-report measures of body dissatisfaction (BD) at 7, 9, 12 and 15 years of age. Dietary restraint was self-reported at 7 years, whilst disordered eating attitudes were measured at 9, 12 and 15 years. Depressive symptoms were measured at 12 and 15 years. Height and weight measurements at each age were taken, and the body mass index (BMI) calculated.

**FINDINGS:** Overall, girls had higher BD than boys at 7, 9, 12 and 15 years. Boys and girls had similar levels of dietary restraint at 7 and disordered eating attitudes at 9 and 12 years. However, girls' disordered eating attitudes were higher than boys' at 15 years. Girls reported more depressive symptoms than boys at both 12 and 15 years. We identified 116 participants (61 girls) with 'high risk' disordered eating attitudes at 9 years\*. We compared their characteristics at 7, 9, 12 and 15 years to the remaining 'low risk' participants, controlling for 9-year BMI. In comparison with low risk girls, high risk girls had greater BD at 9, 12 and 15 years, higher depressive symptoms and disordered eating at 12 and 15 years and a greater increase in BMI between 9 and 15

years. High risk boys had greater BD than low risk boys at 9 years, and higher disordered eating and depressive symptoms at 12 years. Dietary restraint and BD at 7 years did not significantly differ between the risk groups.

**DISCUSSION:** In this cohort, higher levels of body dissatisfaction in girls were evident earlier than similar gender differences in disordered eating. Moreover, girls with high risk disordered eating attitudes in preadolescence reported more negative psychological outcomes over the subsequent 6 years, and they gained more weight. The impact of earlier disordered eating appeared to be more limited in boys. Efforts to prevent disordered eating attitudes, body dissatisfaction and concomitant depressive symptoms, particularly in girls, might beneficially focus on preadolescent populations. \* Children's Eating Attitude Test score  $\geq 20$

**Kristin JB Feragen**, Oslo University Hospital, Norway; **Nicola M Stock**, **Nick Sharratt**, University of the West of England, United Kingdom; **Ingela L Kvaalem**, Oslo University, Norway

### **Self-perceptions of romantic appeal in adolescents with a cleft lip and/or palate.**

**BACKGROUND:** During adolescence, romantic relationships are a key developmental milestone. Coupled with the increasing salience of appearance and social acceptance, adolescents with an appearance-altering condition may feel particularly vulnerable when it comes to romantic relationships.

**METHOD:** This study aimed to explore the prevalence of romantic experiences among adolescents with a cleft lip and/or palate (CL/P), and to investigate how these experiences could be related to depressive symptoms and global self-worth. Self-reported data from 661 adolescents with CL/P were compared to a large national sample.

**FINDINGS:** The prevalence of romantic relationships was lower among adolescents with CL/P compared to the reference group. However, the overall impact on depressive symptoms and global self-worth appeared to be low. Furthermore, although perceptions of social acceptance and satisfaction with general appearance played a role in self-assessments of romantic appeal, satisfaction with cleft-affected features of the face had little impact at age 16.

**DISCUSSION:** The present study provides insight into this prominent topic and a starting point from which future work can be based. Findings are of interest to those working with individuals with and without a visible difference.

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### **Understanding the unmet needs of women with breast cancer undergoing reconstructive surgery.**

**BACKGROUND:** Breast reconstruction is often a central component of treatment for women with breast cancer, with the primary purpose aimed at restoring a patient's body image. We are building a decision support system to help breast cancer survivors understand their likely appearance changes following reconstruction, and therefore, enable them to choose a reconstruction strategy that leads to optimal body image outcomes. This system is being built using 3D modeling and visualization technologies with the goals of helping patients visualize possible outcomes of breast reconstruction and providing information about the uncertainty of the outcomes of reconstruction. The purpose of this study was to conduct focus groups to evaluate patient experiences related to breast reconstruction and obtain feedback on components of our prototype decision support system.

**METHODS:** The study sample was drawn from patients seeking treatment at MD Anderson Cancer Center (Houston, TX, USA) and from local breast cancer support groups in the surrounding community. Participants completed a questionnaire about their breast reconstruction consultation experience and took part in a group discussion. A trained facilitator used a semi structured interview guide to conduct the focus groups. Audio recordings of the group discussion were transcribed



and analyzed using qualitative/ethnographic summary and systemic coding via content analysis. **FINDINGS:** Twenty-one women participated in one of six focus groups. Patients consistently reported feeling overwhelmed by the amount of information provided at the reconstruction consultation visit. Yet there was also a strong desire to have received more information about how to cope with possible functional loss and disfigurement. Most patients were not satisfied with pictures shown during their consultation for the purpose of displaying potential outcomes. Interactive photos and videos appear to show particular promise for helping patients to understand possible appearance outcomes from breast reconstruction.

**DISCUSSION:** The focus group methodology is critical for understanding unmet patient needs relating to their breast cancer care. Improvements can be made to enhance communication between patients and healthcare providers during the breast reconstruction consultation process to facilitate treatment decision making. There is a particular need to help women feel better prepared to cope with body image changes stemming from reconstructive treatment.

**Ann Frisé**n, Johanna Kling, Maria Wångqvist, University of Gothenburg, Sweden; Sarah C Nelson, Moin Syed, University of Minnesota, USA

### **The body and identity: Mixed methods research on an overlooked connection.**

**BACKGROUND:** From a developmental perspective, identity refers to an individual's sense of sameness and continuity with the past, the present, and the future, and across social roles. Moreover, establishing a feeling of being at home in one's body is an essential aspect of identity development (Erikson, 1968) While the importance of feelings and thoughts about the body for identity development have long been theoretically inferred, research investigating these associations is scarce. Likewise, body image research rarely includes aspects of identity development. Therefore, we used a mixed methods approach with two separate studies in order to examine how different aspects of body image are related to young people's sense of identity. The first study is a quantitative longitudinal study and the second study is a qualitative interview study.

**METHODS AND FINDINGS:** STUDY 1 - This study is part of a six wave longitudinal project that covers body esteem from age 10 to 24 (Ns = 524 – 987 men and women). A measure of identity coherence and identity confusion was included at age 24. Using group based trajectory modeling, three cubic latent groups were determined for three aspects of body esteem: appearance, attribution, and weight. These latent groups demonstrated significant variations in the ways in which body esteem changed over time. In relation to identity development the results suggest the importance of changes in body esteem for individuals' sense of identity at age 24.

**METHODS AND FINDINGS:** STUDY 2 - To gain a deeper understanding of the connections between identity and body, this study includes an analysis of interviews about identity development with participants' that were 33 years old (N=123 men and women). The participants were asked about aspects of their physical body and appearance that they believed were important for their sense of identity. The results suggest that the functional aspects of body image were most commonly related to identity development. However, themes concerning health, weight and appearance were also prominent.

**DISCUSSION:** The present work contributes to an overlooked area of body image research by showing that different aspects of body image are associated with individuals' sense of identity. The present study thus provides valuable knowledge concerning the meaning of being at home in one's body as a crucial aspect of identity development.

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### **"I know all women go through this, but as a trans woman it's a separate level": Stigma, discrimination, and body image among young adult transgender women.**

**BACKGROUND:** Transgender women (i.e., individuals assigned a male sex at birth who identify



as women) in the United States experience pervasive stigma and discrimination. Despite growing evidence that stigma adversely impacts mental and physical health, including body image disturbance, little is known about how stigma might influence body image among transgender women. This qualitative study explored the social contexts influencing body image among low-income young adult transgender women in a U.S. city.

**METHOD:** Semi-structured in-depth interviews were conducted with 21 transgender women (ages 18-31 years; mean annual income < USD\$10,000; race/ethnicity: multiracial [n=8], black [n=4], Latina [n=4], white [n=4], Asian American [n=1]). Interview transcripts were double-coded and analyzed using a template organizing method, guided by a Gender Affirmation Framework.

**FINDINGS:** Three main themes were identified: (1) pervasiveness and heterogeneity of body image concerns, (2) body image as inextricable from both stigma and societal femininity ideals, and (3) resilience and body satisfaction. Theme 1: All participants described some degree of body dissatisfaction. Specifically, participants reported a range of body image concerns, including desire to lose weight, gain weight, change body shape, and unmet need for gender affirming medical care (e.g., cross-sex hormones). Theme 2: Participants, especially those perceived as not conforming to societal femininity ideals, described experiencing gender-, race-, and class-based stigma, discrimination and violence, which influenced body image and related risk behaviors (e.g., non-prescription hormone use, liquid silicone injection). Additional influences on body dissatisfaction included family rejection and policing of femininity by peers. Theme 3: In spite of barriers to positive body image, the majority of participants (n=17) identified one or more sources of body satisfaction (e.g., satisfaction with breast development). Facilitators of positive body image development included: access to high-quality gender affirming care, supportive communities, and positive media images of gender diversity.

**DISCUSSION:** This formative study provides insight into factors that may elevate or decrease the risk of body image disturbance among low-income, young adult transgender women in the U.S. Findings can help guide public health interventions supporting positive body image development in this underserved and vulnerable population.

**Brendan Gough**, Leeds Beckett University, United Kingdom

### **Talking 'along masculine lines': The formulation and significance of 'masculine' appearance practices online.**

**BACKGROUND:** Research has shown for decades that men have particular issues in talking about their appearance and associated concerns and practices. This poses challenges for researchers who wish to explore the impact of contemporary (gendered) body cultures and ideals on men. At the same time, various interview-based qualitative research projects have demonstrated that men's appearance practices (and products) are framed with 'masculinity' in mind, suggesting that beauty and self-care remain feminised domains. One way of circumventing men's apparent reluctance to recognize and confront body-related issues is to look online, where men may feel more able to open up anonymously with peers – and without the presence of a researcher.

**METHOD:** In this talk I draw on several online studies conducted by myself and colleagues to highlight how men construct diverse embodied activities. The 'data' analysed derive mainly from online forums, including some linked to popular male-targeted magazines, as well as YouTube videos and responses. These materials were analysed using discursively-informed thematic analysis focusing on the particular 'masculinity' elements made relevant by men online.

**FINDINGS:** It was clear that men openly talked about appearance matters online. Often this talk would be framed by 'masculinity', underlining the conventional view of body-related issues as feminine. For example, men linked food preparation to the manufacture of 'hard bodies', cosmetic use to self-respect, and substance use (synthol; ephedrine) to the rational pursuit of the lean but muscular ideal. Further, the few references to emotions or vulnerability were couched in and met with masculinized tropes (e.g. action-orientation, self-discipline and emotional suppression).

**DISCUSSION:** In some ways the salience of masculine markers can be related to the wider marketing of men's grooming products ('manscara'; 'guyliner' etc.) within popular culture (e.g. men's magazines) – but what does this mean for contemporary masculinities? In discussing this question I refer to diverse concepts such as 'inclusive', hybrid and fragile masculinities and argue

that traditional gender norms remain influential within lifestyle and appearance contexts (and more broadly).

**Kristina Holmqvist Gattario, Carolina Lunde**, University of Gothenburg, Sweden

### **“She’s good at winning fashion shows”. Young girls’ play with Barbie and relationships to career aspirations.**

**BACKGROUND:** Previous research has shown that playing with gender stereotyped and sexualized toys, for example Barbie, may restrict young girls’ views of themselves and their future possibilities. In this study, we aimed to replicate and extend these findings by investigating the stories Swedish girls create about Barbie, and the relationships between playing with Barbie and girls’ views on future career options and beliefs about physical abilities. As a comparison to Barbie, we used a newly developed doll called myIdolls ([www.myidolls.se](http://www.myidolls.se)), with more realistic physical features than Barbie.

**METHOD:** Interviews with 30 girls, age 5-7, were conducted. Half of them played with a Barbie doll, and half of them played with a myIdolls doll. In the interviews, participants were encouraged to tell a story about the doll as if she was a real person. Participants were also asked about their views on future career options for themselves and for boys. Finally, questions focusing on participants’ beliefs about girls’ and boys’ physical abilities (e.g., running fast, lifting something heavy) were posed.

**FINDINGS:** A thematic analysis of the story-telling data showed that the stories told by the Barbie group revealed a more stereotypical feminine role (involving features of appearance, shopping, and being non-employed). The stories told by the myIdolls group, on the other hand, were more varied and imaginative. Multivariate analyses showed no effect of doll condition for future career options, although girls’ playing with Barbie reported slightly fewer future career options for themselves. Regardless condition, girls’ reported significantly fewer future career options for themselves than for boys, especially for male-dominated occupations. Participants also reported that girls were able to do fewer physical tasks than boys.

**DISCUSSION:** The results indicate that Barbie may encourage play that revolves around the stereotypical feminine role, whereas playing with a more realistic doll may encourage a wider range of play stories and imagination. While we did not replicate previous findings showing that Barbie may restrict young girls’ future occupational aspirations, there were tendencies in the expected direction. Also, considering that the Swedish cultural context is among the most gender equal worldwide, it is alarming that these young girls reported fewer future career options for themselves than for boys and that girls were able to do fewer physical tasks than boys.

**Megan Hurst**, Leeds Beckett University, United Kingdom; **Robin Banerjee, Helga Dittmar**, University of Sussex, United Kingdom

### **Self-objectification and exercise motivation: Implications for body image.**

**BACKGROUND:** Fredrickson and Roberts (1997) suggested physical activity as a means for women to reduce self-objectification and improve body image. However, exercise may in some cases increase self-objectification and result in greater body dissatisfaction (e.g., Prichard & Tiggemann, 2005). This research seeks to explore this contradiction by considering the importance of exercise motivation in linking self-objectification and body image.

**METHOD:** This paper draws on evidence from two empirical studies. The first examines cross-sectional (N = 190) and longitudinal (N = 90) questionnaire data from a community sample of women. This questionnaire contained measures of trait self-objectification, exercise motivation (goals and regulation), and body image. The second examines data from a cross-sectional questionnaire study of 12-14 year-old girls (N = 691), in relation to objectifying experiences of Physical Education, PE motivation, and body image. Both studies employ path analysis to explore relationships between self-objectification variables, motivation, and body image.

**FINDINGS:** Results from both studies suggest that self-objectification (both trait and in specific environments) is predictive of exercise motivation, and thus of body image. We find evidence particularly of important links between self-objectification and appearance goals for exercise, and

of guilt-based motivation with body image.

**DISCUSSION:** Findings will be discussed in relation to their theoretical and practical implications. Future research directions for objectification theory and physical activity research will also be discussed, specifically the importance of considering self-objectification as an experience for women, and the impact of self-objectification beyond body image in exercise and sport contexts.

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### **A comparative analysis of pro-anorexia versus pro-recovery Instagram images through the lenses of objectified body consciousness and positive body image conceptual frameworks.**

**BACKGROUND:** Instagram (IG) is a social media application that allows users to upload personal images in a public forum by including a searchable link (e.g. hashtag) along with a posted image. An IG community devoted to a pro-recovery (i.e., #anarecovery) perspective on eating disorders (EDs) stands alongside the pro-ana lifestyle IG community (i.e., #ana). A pro-recovery perspective is one that views EDs as illnesses, whereas a pro-ana attitude views EDs positively and promotes anorexia as a lifestyle choice. Research has yet to examine the nature of visual representations associated with pro-ana and pro-recovery social media imagery and moreover, not much empirical attention has been given to the nature of this content on IG. Thus, the first aim of this qualitative content analysis was to examine how the underlying theoretical constructs of objectified body consciousness (OBC) and positive body image (PBI) were represented among #ana and #anarecovery content. A second aim was to compare the frequency of the themes present for #ana versus #anarecovery images.

**METHOD:** A detailed coding guide was developed and high levels of interrater reliability were established for the primary codes ( $\kappa > .80$ ). Seventy-five IG images each from #ana and #anarecovery were systematically coded. To address the two primary study aims, within- and between-hashtag comparisons of images were performed using frequency counts and chi-square analyses.

**FINDINGS:** Within #ana images, themes of body shame (64%) were more frequently depicted relative to body surveillance (25.3%) and appearance control (20%) themes. Within #anarecovery images, themes of body protection were most prevalent (70.7%) followed by body functionality (32%) and body acceptance (13.3%) themes. All three OBC themes were more likely to be present in #ana images. Conversely, PBI themes of body protection and body functionality were more frequently represented in the #anarecovery images. The frequency of body acceptance themes did not differentiate the images sampled from both hashtags.

**DISCUSSION:** This research calls for more expanded and distinguished definitions of the constructs that comprise the continuum of PBI (e.g., body neutrality vs. body acceptance vs. body appreciation). Findings also suggest how the lack of distinction in the frequency of body acceptance observed between the two hashtags may be clinically relevant for exploring potential risk factors that persist in the process of ED recovery.

**Glen Jankowski**, Leeds Beckett University, United Kingdom; **Phillippa Diedrichs, Emma Halliwell**, University of the West England, United Kingdom; **Helen Fawkner, Brendan Gough**, Leeds Beckett University, United Kingdom

### **Gyms, hench guys and the neoliberal accounts of men's embodiment.**

**BACKGROUND:** The beauty, fashion and fitness industries heavily promote the appearance ideal for men who were a relatively untapped market in prior decades. This can be seen via the creation of entire aisles and shops selling protein and other performance-enhancing muscle growth substances as well as the proliferation of male cosmetics. It is important to document and challenge the negative impact this has on men.

**METHOD:** The Body Project M is an intervention designed to do so, specifically to reduce eating disorders and body dissatisfaction among men. The intervention is primarily discussion based with a series of tasks using prompts, role plays and written tasks over two 90 minute sessions. Over

the last two years, 45 British university men ( $M = 19.23$  years,  $SD = 1.8$ ) have taken part in the intervention among small groups between 2 and 9 people. The discussions during the intervention were audio recorded and thematically analysed. This presentation presents an analysis of men's accounts of their and others' embodiment within late consumer capitalism.

**FINDINGS:** Participants had body dissatisfaction. It presented itself in many ways, whether through avoiding wearing certain 'unflattering' clothes or avoiding situations that would reveal participants' bodies (e.g., swimming or having sex). Despite these admissions, participants would minimise being affected by appearance pressures though gym culture emerged as a dominant topic of discussion. Gyms were seen as an inevitable and essential part of participant's lives and key sites in which their bodies were evaluated against prevailing hegemonic ideals of masculinity. Participants complained of the toxic levels of competition, body surveillance and corporate influence that pervaded the gyms notably because of "hench guys". Hench guys were a prominent figure during the discussions. They were described by participants as having steroid induced, hypermuscular bodies that were both impractical, unhealthy and comical as a result of hench guys' excessive investment in appearance. This came at a cost to hench guys' identities, social circle and work/academic life but was also considered toxic and burdening to participants and other men.

**DISCUSSION:** This paper argues that participants' accounts of gym culture and hench guys reflect a struggle in navigating a widespread consumer culture that increasingly commodifies male bodies against a pervasive neoliberalism that situates problems firmly at the feet of individuals

**Ursula Kenny, Lindsay Sullivan, Mary Callaghan, Michal Molcho, Colette Kelly,** National University of Ireland, Ireland

### **The mechanisms through which peers influence adolescent body image: A conceptual model.**

**BACKGROUND:** Throughout adolescence, the time spent with, value given to and influence of peers increases significantly. As such, peers have the potential to contribute to, impact and shape adolescents' thoughts and views about their bodies. Within the peer environment, adolescents learn about their own and others' appeal by directly observing and comparing themselves to the physical attributes of their peers. Furthermore, the peer environment provides them with a forum to discuss, reinforce and share appearance-related issues and behaviours and to single out and/or criticise those who do not conform to specific appearance ideals. Although peers can contribute to the development of adolescent body image through a variety of mechanisms, qualitative research investigating the mode and range of peer influences is sparse. Therefore the purpose of the current study was to explore how peers influence adolescent body image from young peoples' perspectives.

**METHOD:** Seventeen focus groups were conducted with adolescents ( $n=111$ ) aged 13-17 years from six post-primary schools in the Republic of Ireland. Data from the focus groups were audio recorded, transcribed verbatim and analysed thematically. A conceptual model was constructed based on the themes that emerged.

**FINDINGS:** Seven main themes emerged from the analysis including: 1) Peer modelling; 2) Pressure to conform; 3) Peer surveillance; 4) Failure to conform; 5) Health consequences; 6) Positive peer influences and 7) Age and gender differences. The devised model involving the first 4 themes above illustrates the mechanisms through which peers influence body image and related behaviours, and suggests a cycle of events. Specifically, it proposes that adolescents model the appearance of their peers in order to achieve peer similarity and to conform to narrow appearance expectations set by their peers. Surveillance activities are used to single out those who fail to adhere to appearance expectations. Failure to conform according to peers results in teasing, exclusion and judging.

**DISCUSSION:** Results from this study provide an in-depth understanding of the mechanisms through which peers influence body image perceptions. Overall, this study found that the peer context in which adolescents live today is one in which appearance is of paramount importance, support is limited, and pressure to live up to appearance expectations is high. Further work that tests the model with other groups of youth is required.

**Anne F Klassen, Natasha M Wickert,** McMaster University, Canada; **Timothy EE Goodacre,**

Oxford University Hospitals NHS Trust, United Kingdom; **Christopher R Forrest**, The Hospital for Sick Children, Canada; **Andrea L Pusic**, Memorial Sloan Kettering Cancer Center, USA; **Mark Mansour**, McMaster University, USA; **Karen WY Wong Riff**, The Hospital for Sick Children, Canada

### **Developing a PROM for pediatric patients with conditions associated with a facial difference: FACE-Q KIDS.**

**BACKGROUND:** In order to measure outcomes following treatments for conditions associated with a facial difference, well defined, valid, reliable and responsive patient-reported outcome measures (PROM) are needed. PROMs measure concepts that matter to patients from their perspective. Our team previously conducted a systematic review that revealed shortcomings in the content of 11 PROMs used to date with pediatric patients with a facial difference. Specifically, these PROMs have a combined 259 items, but only 19 items ask about facial function and 15 items ask about facial appearance. Given their lack of content validity, a new PROM for this population is needed.

**METHOD:** We are using a mixed method approach that involves a qualitative study (Phase I, the focus of this submission) and an international field-test (Phase II). The qualitative phase used an Interpretive Description approach. Patients aged 8 years or older with a condition associated with a facial difference were recruited from McMaster Children's Hospital and the Hospital for Sick Children (Ontario, Canada). Interviews were audio-recorded, transcribed and coded using a line-by-line approach. Findings were used to formulate a conceptual framework, and to generate a comprehensive item pool for PROM scale development.

**FINDINGS:** 57 patients (49 percent male) aged between 8 and 23 years were interviewed. Diagnoses included congenital nevus (n=4), craniofacial microsomia (n=5), craniosynostosis (n=4), facial paralysis (n=8), ear anomalies (n=14), facial symmetries (n=4), facial asymmetries (n=10), vascular anomalies (n=3), and trauma (n=5). Four overarching themes were identified, which form the basis of the conceptual framework: appearance, facial function, psychological function and social function. Experiences associated with two themes (psychological and social function) were broadly common across participants based on their shared experience of having a facial difference. Appearance and facial function, on the other hand, varied and patient concerns tended to be condition-specific. The item pool developed from the qualitative dataset includes more than 3000 items.

**DISCUSSION:** The item pool is currently being used to inform scale development. Scales will be refined through extensive cognitive interviews and tested in an international sample of patients. Once complete we expect this new PROM - FACE-Q KIDS - will be used internationally to inform clinical practice and research studies.

**Naina Kant, Agnes Wong-Chung, Lynda Boothroyd**, University of Durham, United Kingdom

### **Efficiency of the Succeed Body Image Programme (SBIP) on straight and non-straight women's implicit and explicit self-image attitudes.**

**BACKGROUND:** This study tested the effects of the SUCCEED Body Image Programme (SBIP) on explicit and implicit attitudes. According to cognitive-dissonance theory, discrepancies between beliefs and actions should lead to change in one or the other in order to lessen psychological discomfort. This eating disorder prevention programme aims to improve participants' body image by encouraging participants to actively critique the thin-ideal and therefore triggering their internal beliefs to align with their discourse. It is hypothesised that this change will be displayed by the observation of a significant improvement through both explicit and implicit attitudes.

**METHOD:** 30 participants completed an explicit measure of eating attitudes (the EAT-26) and an implicit attitudes measure of pro-thin/anti-fat bias (the Implicit Association Test which assesses ratios of reaction latencies and error on blocks of thin-ideal congruent versus incongruent trials) before and after completing the SBIP. A further 30 participants completed our control condition, reading NHS leaflets about eating disorders, and completed these measures at two similar time points. We also assessed sexual orientation in our participants using a 7-point Kinsey scale.

**FINDINGS:** Results showed that a significant interaction between condition and time, such that explicit eating attitudes improved and reaction time ratios demonstrated less pro-thin bias at post-test amongst those who had completed the SBIP; those in the control condition showed no change over time. There was no higher order interaction with sexual orientation, although non-straight women showed less pro-thin bias at baseline.

**DISCUSSION:** These results strongly imply that the SUCCEED intervention may achieve change at the implicit attitude level, and must be further replicated in a larger sample.

**Johanna Kling**, University of Gothenburg, Sweden; **Rachel F Rodgers**, Northeastern University, USA; **Ann Frisén**, University of Gothenburg, Sweden

### **A continuing struggle: A longitudinal study of body dissatisfaction and psychological distress in emerging adulthood.**

**BACKGROUND:** Body image has been shown to influence the developmental tasks in emerging adulthood (e.g., fostering intimacy, developing sustainable health behaviors). Yet, very few longitudinal studies are available regarding the development of body dissatisfaction during this important transition period. Cross-sectionally, body dissatisfaction has been associated with psychological distress including anxiety, depression, disordered eating, as well as identity confusion and low satisfaction with life. The aim of the present study was to explore these associations over time, by investigating psychological distress among young women with body dissatisfaction through the transition into emerging adulthood.

**METHOD:** Young women (N = 365) participated at ages 18, 21, and 24, reporting on body dissatisfaction, media ideal internalization, self-objectification, disordered eating, depression, anxiety, identity confusion, and satisfaction with life. At age 18, cluster analysis based on multiple body dissatisfaction variables was used to identify groups of participants with differing levels of body dissatisfaction. Then, differences between these groups in body dissatisfaction and psychological distress at ages 21 and 24 were examined using MANOVA.

**FINDINGS:** Three groups of young women were identified (high, medium, and low body dissatisfaction) based on their levels of body dissatisfaction at age 18. Furthermore, these three groups differed in psychological distress at ages 21 and 24,  $F(10, 436) = 8.69, p < .001$ ; Wilk's  $\Lambda = .695$ , partial  $\eta^2 = .17$ . Thus, the high body dissatisfaction group scored significantly higher in terms of psychological distress compared to the medium and low body dissatisfaction groups, with higher rates of body dissatisfaction, but also more anxiety, depression, disordered eating, identity confusion, and lower satisfaction with life.

**DISCUSSION:** The current study adds to the extant research by suggesting that body dissatisfaction in later adolescence is associated with greater psychological distress over time. A critical subgroup with high body dissatisfaction continue to display high body dissatisfaction in emerging adulthood as well as elevated psychological distress. These findings highlight the importance of identifying this high-risk group of adolescent girls and promoting a healthy transition into emerging adulthood.

**Marianna Koutsantoni**, **Natalie Kkeli**, University of Cyprus, Cyprus; **Marios Argyrides**, Neapolis University, Cyprus

### **Differences in body image-related satisfaction, investment and anxiety across four European countries.**

**BACKGROUND:** In recent years, a great deal of attention is given to the area of body image as it has been found to be related to several psychological problems (Stice et al., 2000). Body image, as a multidimensional construct, can be assessed by the Multidimensional Body-Self Relations Questionnaire (MBSRQ; Cash et al., 2004). Cyprus has been of interest in the literature lately concerning body image issues for several reasons addressed in the literature (Argyrides, Kkeli & Koutsantoni, 2015). The purpose of the current study was to compare Cyprus MBSRQ results to other European countries in order to assess for differences.

**METHOD:** The MBSRQ was administered to 1312 Greek-Cypriot adolescents (463 boys and 849



girls) and results were compared to archived data from 765 French (182 males and 583 females), 996 Spanish (347 males and 649 females) and 523 German female students.

**FINDINGS:** Boys. On average, Greek-Cypriot boys felt more positive and satisfied with their physical appearance than French adolescent boys. Furthermore, Greek-Cypriot boys invested more in their appearance than French and Spanish adolescent boys. Additionally, Greek-Cypriot boys were characterized more by fat anxiety, weight vigilance, dieting and eating restraint than French and Spanish adolescent boys and are more dissatisfied with specific areas of their body. Girls. On average, Greek-Cypriot girls felt more positive and satisfied with their physical appearance than French and German adolescent girls. Additionally, Greek-Cypriot girls invested more in their appearance than French, Spanish, and German adolescent girls. Furthermore, Greek-Cypriot girls were characterized more by fat anxiety, weight vigilance, dieting and eating restraint than French and Spanish adolescent girls and are more dissatisfied with specific areas of their body.

**DISCUSSION:** Results indicate that adolescents from Cyprus seem to invest more time and effort into their appearance and are more preoccupied with their weight as compared to the other European countries tested. However, they also seem to have higher levels of satisfaction with their overall appearance. It is worth further investigating the factor(s) that seem(s) to be present and further assess the reasons why adolescents are satisfied with their overall appearance, yet invest more time and have more weight-related anxiety. These reasons and further analyses are discussed in the presentation.

**Ingela Lundin Kvaalem, Tilmann von Soest, Irmelin Bergh**, University of Oslo, Canada; **Tom Mala**, Oslo University Hospital, Canada

### **Body contouring after weight loss following obesity surgery– the role of body image before and after surgery.**

**BACKGROUND:** Surgery for morbid obesity is usually followed by considerable weight loss and improvement in body image. Most patients report excessive skin post surgery that may cause skin conditions and the perception of unattractiveness. This may hamper body image improvement. As a result, most patients wish to undergo body contouring surgery (BCS) (Ellison, Steffen & Sarwer, 2015). The relationship between BCS and body image has mainly been studied retrospectively. The aim of this study was to examine whether preoperative appearance related factors predict a wish for postoperative BCS, controlling for weight loss.

**METHOD:** Pre- and postoperative data from 231 patients that underwent Roux-en-Y gastric bypass from the Oslo Bariatric Surgery Study was used. The wish for BCS was evaluated one year after surgery. Appearance orientation, evaluation, and habitual negative thinking about the body were evaluated to assess body image before surgery, together with degree and pre- to postsurgery change in satisfaction with specific body areas (BASS).

**FINDINGS:** Percent total weight loss (%TWL) one year after surgery was 29.1% (SD = 8.2). A total of 82% of the participants wanted BCS at this time, 87.6% women vs. 61.2% men ( $p < .001$ ). Adjusted for weight loss the group wanting BCS scored higher on appearance orientation ( $p < .01$ ) and lower on appearance satisfaction ( $p < .05$ ) before surgery. They also scored lower on BASS both before ( $p < .05$ ) and after ( $p < .01$ ) surgery. Total BASS and satisfaction with all specific body areas (except hair) increased significantly after surgery for all participants, independent of weight loss. The increase in total BASS did not differ between those who did and did not want BCS after surgery. Participants wanting BCS had significantly less increase in satisfaction ( $p < .01$ ) with the mid torso area, compared to those not wanting BCS.

**DISCUSSION:** The patients who wanted BCS had lower body satisfaction after surgery than those who did not want BCS. This difference was not influenced by degree of weight loss or degree of increase in body satisfaction. More importantly, the difference in body image between the two groups already existed prior to surgery. These findings emphasize the importance of addressing appearance expectations and body contouring before surgery.

**Andrea LaMarre, Carla Rice**, University of Guelph, Canada; **Glen Jankowski**, Leeds Beckett University, United Kingdom



### **Bodies at the intersection: A paradigm shift in eating disorders prevention.**

**BACKGROUND:** Researchers have been seeking to establish effective eating disorder prevention strategies for decades. Many existing programs operate at the individual level, having participants critique media representations, intended to armour participant against the detrimental impact of unrealistic appearance ideals in the media. Experts have been calling for macro-structural change; however, such changes have yet to materialize. Feminist approaches to prevention in particular have foregrounded the need to think about bodies intersectionally- acknowledging the multiple and overlapping social locations that impact how people relate to their own bodies and to the (often toxic) culture(s) they live in. We take up calls to work beyond an individual lens and engage with the broader sociocultural and political-economic structures that shape our relationships to our bodies and to the world around us and propose actionable strategies for making individual and systemic changes to prevent eating disorders.

**METHOD:** We undertook a review of the eating disorders prevention literature from the feminist, psychological, and sociological canon, searching for authors' assumptions about the best methods of prevention for eating disorders. We reflected on the second and third authors' experiences implementing prevention programs in Canada and the UK using a dissonance induction model and an ecological, critical feminist framework.

**FINDINGS:** Existing programs have been effective at the individual level. However, they often do little to alter the broader social systems that sustain body dissatisfaction, including socio-economic inequalities that limit access to this kind of prevention, and conflicting cultural narratives about body image and mental health. An approach to eating disorders prevention that acts on calls for macro-structural changes would take into account how we can make change within systems (i.e., via dissonance induction) while also working toward a meaningful critique of systems that sustain bodily discontent.

**DISCUSSION:** We highlight new directions for prevention efforts that meaningfully take up an intersectional and systemic approach to prevention. Prevention that attends not only to unrealistic appearance ideals but to the larger capitalist systems that sustain bodily discontent might lead to longer lasting effects in the eating disorders prevention realm.

**Vivienne Lewis**, University of Canberra, Australia

### **Positive bodies: Loving the skin you're in. An evaluation of a cognitive behavioural therapeutic group program.**

**BACKGROUND:** Body image satisfaction is important, particularly for females, in terms of positive mental health.

**METHOD:** The results of a study investigating the effectiveness of a six week cognitive-behavioural group intervention promoting positive body image in adolescent girls and women will be discussed. Fifty-two women aged between 17-54 years completed self-report measures that assessed body image at the commencement of Session One (pre-treatment) and again after the conclusion of Session Six (post-treatment).

**FINDINGS:** The results indicated that the program effectively enhanced the body image satisfaction of participants from pre- to post-treatment (namely, on measures assessing the participants' self-esteem, body area satisfaction, body self-surveillance, and body image quality of life). Interestingly, the pre-treatment, high body shame group reported more significant improvements in self-esteem, body image satisfaction, and body image quality of life from pre- to post-treatment in comparison to individuals in the low-moderate body shame group.

**DISCUSSION:** These results suggest that brief, group based, cognitive-behavioural interventions have the potential to improve body image satisfaction and that such an approach is more effective for individuals who report higher levels of body shame. The program itself will be explained including each week's components as well as participants' open-ended comments on what did and didn't work for them.

**Helena Lewis-Smith**, **Phillippa C Diedrichs**, **Nichola Rumsey**, **Diana Harcourt**, University of the West of England, United Kingdom; **Rod Bond**, University of Sussex, United Kingdom

## **Identifying sociocultural influences and psychological processes that influence the body image of women in midlife: Evaluation of the tripartite influence model.**

**BACKGROUND:** There is increasing recognition of body image concerns among women in midlife, of which are associated with adverse and long lasting impacts upon physical and psychological wellbeing. This study sought to identify key influences on body image among women in midlife, in order to inform the future development of effective body image interventions for this population. We tested a modified version of the "Tripartite Influence Model", which has been primarily evaluated among adolescent and young adult women. The original model postulates that body image is shaped by three sociocultural influences: media, parents and peers, through mediating psychological processes of internalisation of appearance ideals and appearance comparisons. We expanded the sociocultural influence of parents to family, and added a fourth influence: partners.

**METHOD:** 323 women in midlife (M age = 47.6 years), completed an online questionnaire assessing media, partner, family, and peer influences, internalisation of media ideals, appearance comparisons, and body image.

**FINDINGS:** Structural equation modelling indicated the modified Tripartite Influence Model was a good fit to the data ( $\chi^2(60) = 119.664$ ,  $p = .00$ ,  $RMSEA = .045$ ,  $CFI = .980$ ). Media had direct and indirect effects on body image, through internalisation of media ideals and appearance comparisons. Both family and friends had direct effects on body image. Partners were not a significant influence in the model. The final model explained 50% of variance in body image, 43% variance in internalisation, and 32% variance in appearance comparisons.

**DISCUSSION:** This is the first study to our knowledge that has tested this modified version of the Tripartite Influence Model of body image among women in midlife. The Tripartite Influence Model provides a useful framework for understanding the role of sociocultural and psychological influences in the development and maintenance of body image concerns among this population. Media, family, friends, and psychological processes of internationalization and comparison affect women's body image and may provide fruitful targets for interventions aiming to improve body image among women in midlife.

**Carolina Lunde, Kristina Holmqvist Gattario**, University of Gothenburg, Sweden

## **"On and off the pitch". Young female athletes and the balancing act between the performing and objectified body.**

**BACKGROUND:** Participating in sport has many positive effects on physical and mental health. For adolescent girls, who are socialized into judging themselves based on physical appearance, it has even been suggested that the sport environment may serve as a protective factor against the development of body image concerns. On the other hand, some sports may expose young women to additional appearance pressures by a strong emphasis on the importance of leanness, weight, or aesthetics for performance. In this study, focus group interviews were used to shed light on young female athletes' views and experiences in relation to the body in- and outside of sport.

**METHOD:** Seven focus group interviews with adolescent girls in Sweden (maximum five participants per group, 15-20 years of age) were done. Participants were part of a follow-up research project, focusing on sport participation and physical activity among adolescent girls. Focus group participants were selected on basis of their frequent involvement in their respective sport (i.e., soccer, swimming or equestrian, which are among the most popular sports for Swedish girls).

**FINDINGS:** A thematic analysis showed that while the girls raised many positive aspects of the body in relation to sport participation, there was also a conflict in the intersection between the sport culture (emphasizing physical performance) and the broader culture outside of sport (emphasizing physical appearance). Four themes were created to summarize the struggle to balance between these two cultures: 1) Agency and empowerment versus restricting gender stereotypes, 2) The performing body versus the objectified body, 3) Food as fuel versus source of shame, and 4) Appreciation of diversity versus appearance prejudice.

**DISCUSSION:** While engaging in sport seems to have many benefits for girls' body image, for example by encouraging a sense of embodiment, young female athletes may find themselves in a

constant balancing act between contradictory expectations and messages about the body. Empowering young female athletes by providing knowledge and support to help them balance norms and expectations “on and off the pitch” is an important objective.

**Carolyn Mair, Soljana Cili**, University of the Arts London, United Kingdom

### **What middle-aged and older women really want!**

**BACKGROUND:** The fashion and media industries target women with the notion of eternal youth in the assumption that this is what they aspire to. However, the evidence suggests otherwise. For older women, underrepresentation or misrepresentation in fashion and media advertising results in negative attitudes towards the product and often towards themselves.

**METHOD:** 509 females (40- 89 years) were surveyed on make-up use, reasons for following adverts for beauty products aimed at their age group, perceptions and impact of these, and preference for use of older models. Descriptive statistics and thematic analysis are presented.

**FINDINGS:** While more than half the sample wore make-up to look good, and 75% to feel confident, less than 3% wore make-up to look younger. The majority paid attention to advertising for beauty products aimed at their age group to obtain information about new products, but more than half thought they were not represented accurately or sufficiently and 20% felt they were ignored. Almost all liked seeing older models in adverts and wanted to see older models used more frequently in all types of advertising especially for beauty products aimed at their age group. They claimed a realistic representation would increase attention to the advert, trust in the product and likelihood to purchase the product. Perceptions of invisibility seemed due to the constant messages that older women have little to offer, that ageing is negative and should be fought at all costs. Participants wanted to see older models used more in advertising to make them feel better about themselves, more confident, more accepting of their changing bodies and more willing to make an effort to look good.

**DISCUSSION:** Although two thirds of our participants liked the information in adverts for beauty products aimed at their age group, the majority disliked the use of models who were young or digitally altered as this gave an unrealistic picture of them and what the product could do. Middle-aged and older women use beauty products generally to increase confidence and make them feel good, not young. Some participants mistrusted and had negative perceptions of the adverts and as a result were less likely to purchase the products. Such strategies could help these women relate to the models, pay attention to and trust the adverts, and ultimately purchase the products being aimed at them.

**Carolien Martijn, Jessica M Alleva**, Maastricht University, the Netherlands

### **Strike a pose: The effect of body postures on self-esteem and body satisfaction.**

**BACKGROUND:** We have demonstrated in earlier research (Alleva, Martijn, et al., 2014; 2015) that women's body satisfaction increases when they focus on the functionality of their bodies (what their bodies can do) instead of on the appearance of their bodies (how their bodies look). A functionality or appearance focus was induced with writing tasks wherein women described everything their bodies can do or how their bodies and body parts look. In our new studies, we induce a functionality focus versus appearance focus by instructing women to adopt body postures that highlight the strength and purposefulness of their bodies versus postures that emphasized the shape and appearance of their bodies

**METHOD:** Female undergraduate students either adopted a series of body postures that highlighted the functionality of their bodies (n = 30) or a series of body postures that underlined the appearance of their bodies (n = 30). The posing time was five minutes in total. Before and after posing, participants assessed measures of body satisfaction and self-esteem.

**FINDINGS:** Participants who displayed functionality body postures showed a larger increase in body satisfaction and self-esteem as compared to participants who displayed body postures that emphasized the appearance of their bodies.

**DISCUSSION:** These first findings are promising and point at the benefits of body postures

that highlight the functionality of women's bodies. Our results are in line with the work on power posing that has demonstrated that adopting open, expansive body postures leads to better self-evaluations, enhanced mood and increased feelings of power and control.

**Marita P McCabe, Lucy Busija**, Australian Catholic University, Australia; **Matthew Fuller-Tyszkiewicz, Lina Ricciardelli, David Mellor, Alexander Mussap**, Deakin University, Australia

### **Sociocultural influences on strategies to lose weight, gain weight, and increase muscles among ten cultural groups.**

**BACKGROUND:** This study determined how sociocultural messages from family, peers and the media to change one's body are perceived by adolescents from different cultural groups.

**METHOD:** In total, 4904 adolescents (mean age = 15.0 years, SD = 1.7), including Australian, Chilean, Chinese, Indo- Fijian, Indigenous Fijian, Greek, Malaysian, Chinese Malaysian, Tongans in New Zealand, and Tongans in Tonga, were surveyed about messages from family, peers, and the media to lose weight, gain weight, and increase muscles.

**FINDINGS:** Groups were best differentiated by family pressure to gain weight. Girls were more likely to receive the messages from multiple sociocultural sources, whereas boys were more likely to receive the messages from the family. Some participants in a particular cultural group indicated higher, and others lower, levels of these sociocultural messages.

**DISCUSSION:** These findings highlight the differences in socio- cultural messages across cultural groups, but also that adolescents receive contrasting messages within a cultural group. These results demonstrate the difficulty in representing a particular message as being characteristic of each cultural group.

**Siân A McLean, Susan J Paxton, Eleanor H Wertheim**, La Trobe University, Australia

### **Why do some people have improved body image after viewing thin-ideal images? Protective effects of media literacy.**

**BACKGROUND:** Exposure to thin-ideal media images has been shown to reduce body satisfaction, but studies also show that some people experience no change, or even improvement in body satisfaction after exposure. A number of factors have been identified as increasing risk for poor outcomes of thin-ideal media exposure, but research investigating protective factors is lacking. This study aims to unpack differential outcomes of media viewing and investigate the effects of protective and risk factors, media literacy and internalisation of the thin-ideal and upward appearance comparison respectively, on change in body satisfaction following exposure to thin-ideal images.

**METHOD:** Participants were 246 female adolescents (Mage = 13.11, SD = 0.46) who completed baseline measures of trait media literacy (critical thinking about media messages and realism scepticism) and internalisation of the thin-ideal and upward appearance comparison. One week later they viewed thin-ideal images, before and after which state body image satisfaction was assessed.

**FINDINGS:** Results showed that 39% of participants had reduced body satisfaction, 31% had no change, and 30% of participants had improved body satisfaction after exposure to thin-ideal images. Analyses of variance revealed that high levels of critical thinking and realism scepticism mitigated the effects of vulnerability to poor body satisfaction outcomes conveyed by high internalisation of the thin-ideal and high appearance comparison. Thus, media literacy had a protective effect for body satisfaction of exposure to thin-ideal media in participants with high levels of risk. In particular, critical thinking was revealed as being highly important in determining the body satisfaction outcome of thin-ideal media viewing.

**DISCUSSION:** This study provides some explanation for differential effects in media exposure studies as well as evidence to suggest a protective role for media literacy, which further supports the implementation of media literacy-based prevention interventions for body dissatisfaction.

**Kerry Montgomery, Andrew Thompson, Paul Norman**, University of Sheffield, United Kingdom; **Caroline White**, University of Manchester, United Kingdom

## **The impact of wigs on social confidence for people living with alopecia.**

**BACKGROUND:** Alopecia is a dermatological condition leading to hair loss on some or all of the head and body. For many people hair is a central aspect of appearance, and hair loss been found to have a negative impact on self-esteem and body image. Medical treatment may not be an option for many individuals living with alopecia and wigs can provide an important coping strategy. A survey was carried out, in collaboration with Alopecia UK, to examine the experiences of wearing wigs.

**METHOD:** Participants (N=338) recruited from the Alopecia UK mailing list completed an online survey. People were asked specifically about their experiences of wearing wigs, any worries about not wearing a wig and the impact of wearing a wig on confidence in social situations. Responses were analysed using descriptive thematic analysis.

**FINDINGS:** The majority of participants (88%) reported that they would wear a wig when socialising. Many participants (44%) reported improved confidence when leaving the house and reduced likelihood of people making comments. However, 57% of participants reported negative experiences of wearing wigs including increased anxiety about the wig coming off in front of others, worry about people being able to tell it was a wig, and reductions in physical activity. Of participants who responded to the question 'Do you have any worries about not wearing a wig?' (N=124), 46% reported their main concern to be negative comments from others. In addition, 27% of participants reported a range of negative emotions associated with not wearing a wig including fear of embarrassment, feeling different to others and feeling ugly.

**DISCUSSION:** Wigs appear to lead to increased confidence when going into social situations with the main motivation for wearing wigs being to reduce negative reactions from others. Wearing wigs despite discomfort and anxiety about others 'finding out' suggests the alternative is more anxiety provoking. However, with recent cuts to NHS funding in dermatological services and wig provision this raises concerns about the wellbeing of those who wear wigs should funding be cut.

**Tania E Nichols, Susan J Paxton, Karen J Gregg, Stephanie R Damiano, Monique Alexander, Eleanor Wertheim**, La Trobe University, Australia

## **Body image attitudes are related to perfectionism and self-esteem in six-year old children.**

**BACKGROUND:** Psychological variables including perfectionism, self-esteem, and negative affect have been linked to body dissatisfaction, dietary restraint, internalization of societal body ideals and weight bias in adolescent and adult populations. However, relationships between these variables have not been examined in young children, which was the aim of the present study.

**METHOD:** Participants were 235 children (n =105 boys) and (n= 130 girls) who were assessed for body esteem, dietary restraint, internalization of body ideals and weight bias in interviews conducted at 5- and 6-years-old. At both time points, mothers provided data on their children's perfectionism, self-esteem and negative affect. At age six, children also provided self-report data on their self-esteem and perfectionism.

**FINDINGS:** At five years old few relationships between psychological and body image variables were observed. However, at age six, several significant associations seemed to emerge. Notably, at six years old, higher children's self-reported socially prescribed and self-oriented perfectionism were associated with lower body esteem ( $p < .001$ ), and greater dietary restraint ( $p < .001$ ) in boys and girls. Higher children's self-reported self-oriented perfectionism was associated with positive perceptions of thinness for girls ( $p < .015$ ), but not boys ( $p = .309$ ), while higher children's self-reported self-oriented perfectionism was associated with greater internalization of body ideals for boys ( $p < .005$ ), but not girls ( $p = .465$ ). Lower child-reported self-esteem was associated with lower body esteem ( $p < .001$ ) in boys and girls, and a weak, but significant negative association between parent-reported child negative affect and body esteem was observed in the total sample ( $p < .018$ ), but not for boys and girls separately.

**DISCUSSION:** At 5-years old, relationships between psychological and body image variables were not apparent. These findings may reflect stage of child development, but might also relate to difficulties in measurement. However, by 6-years-old, relationships between psychological variables and body esteem and attitudes about weight and shape are revealed, although temporal sequences cannot be determined. These findings suggest the potential importance of targeting psychological factors in developing public health prevention programmes to promote positive body image environments for early school aged children.

**Alexandra J Page, Fiona A Papps**, Australian College of Applied Psychology, Australia

### **The effects of thin-ideal internalisation, body surveillance and self-silencing on the eating attitudes of women living with vision impairment.**

**BACKGROUND:** Past research reveals internalization of the thin-ideal and subscription to gender-based discourses, indicated by the uptake of body surveillance and self-silencing, are significant variables effecting the disordered eating attitudes in fully-sighted women. It is uncertain as to how visual aspects of these variables predict the disordered eating attitudes of women who are legally blind. Past research has revealed internalization of the thin-ideal in women living with vision impairment is a significant predictor of disordered eating attitudes in these women. However, women with vision impairment also report significantly lower disordered eating attitudes compared with fully-sighted controls. The current study therefore explored how internalization of the thin-ideal and subscription to gender-based discourses, indicated by the uptake of body surveillance and self-silencing, predicted the disordered eating attitudes of women who are legally blind.

**METHOD:** Eighty participants completed an online survey comprising existing validated measures of all variables.

**FINDINGS:** Results revealed internalization of the thin-ideal was associated with greater levels of body surveillance and self-silencing as two separate gender related discourses, both of which independently predicted higher levels of body shame and subsequent disordered eating attitudes.

**DISCUSSION:** Results support that women living with vision impairment are susceptible to internalizing harmful messages related to socio-cultural standards of beauty, and provide further support for including the subscription to gender-related discourses in understanding women's body-image disturbances. The current study also emphasises the importance of body shame as a direct predictor in the mediation pathway which predicts disordered eating attitudes in women living with vision impairment.

**Martin Persson**, University of the West of England, United Kingdom; **Wendy Nicholls**, Curtin University; Australia, **Ieva Maulina, Inta Zepa**, Riga Stradins University, Latvia; **Julija Radojicic, Zoran Pešić**, University of Nis, Serbia; **Radost Velikova**, Asociatcia licevi anomalii; **Serpil Tural, Evrim Karadag Saygi**, Marmara University Pendik Hospital, Turkey.

### **Healthcare providers awareness and ability to provide psychosocial support for patients with a cleft or other visible differences.**

**BACKGROUND:** The long-term care of patients with a cleft, craniofacial or other conditions that result in a visible difference may involve many years of multi-disciplinary treatment and interventions. As well as providing the physical treatment component, support for the emotional and psychosocial implications that may arise from this long-term treatment commitment must also be considered. In many cases healthcare professionals lack the capacity to deliver appropriate psychosocial care in combination with failing to understand the specific cultural stigma associated with visible differences. The objective of this study was to determine healthcare providers' awareness and ability to provide psychosocial support for patients with a cleft or other visible differences without access to a psychologist.

**METHOD:** 110 multidisciplinary healthcare professionals from Australia, Bulgaria, Latvia, Serbia and Turkey answered 15 questions about their awareness and ability to provide psychosocial support either via a structured interview or by completing a questionnaire. The questions were designed to elicit the following information: The level of awareness and understanding of the is-

sues facing those affected; the level of confidence in supporting patients with appearance-related concerns; the required training needs; and the most appropriate method to deliver and promote educational materials to meet the HCP training needs.

**FINDINGS:** The HCP's answers to the four themes will be described as a whole and broken down by country. One of the outcomes is that 76% of the HCP's had not received any training concerning the psychological impacts of visible difference and how to meet the needs of patients and 98% indicated that they would like to receive further training in psychosocial aspects.

**DISCUSSION:** The result shows that HCP's are aware of the psychosocial aspects and how it may affect their patients in our current society. There is a clear indication that they would like to receive training in this area in order to provide better provision of care. Especially, since even in resource rich countries where a full-time psychologist is not always reachable, training the health care professionals that work in the front line is much more realistic and could even have an improved effect.

**Niva Piran**, University of Toronto, Canada

### **The other side of adolescence: Older women shed light on embodied possibilities.**

**BACKGROUND:** Older women can contribute uniquely to the understanding of women's life long experiences in inhabiting their bodies. However, their rich experiences remain mainly invisible, and the scant available research often focuses on psychological responses to biological changes such as menopause. Guided by the conceptual map of the research-based Developmental Theory of Embodiment (DTE), the present research describes older women's embodied journeys, contextualized in their social experiences and social location (e.g., socio-economic status, ethnicity, sexual orientation). In particular, the presentation includes an emphasis on embodying opportunities in older age, sometimes reversing disruptive processes that took place during adolescence, with implications to clinical work.

**METHOD:** The study included 54 interviews with 31 women, ages 50-70, of diverse backgrounds. Interviews involved a chronological life history inquiry about participants' embodied journeys from their earliest memory to the time of the study, emphasizing points of transition and the social context of embodied experiences. Analysis of transcribed interviews followed the Constructivist Grounded Theory approach.

**FINDINGS:** The study found that at this phase, as the 'hold' of social institutions on women's bodies loosens for the first time since adolescence or early adulthood, the women often engaged in embodying practices in all three domains of experiences outlined by the DTE as enhancing positive embodiment. For example, within the DTE Physical Freedom domain, women often sought immersion in joyful physical activities, re-gaining of relational safety, and engagement in attuned self-care practices including reconnection with desire. Within the DTE Mental Freedom domain, they often challenged constraining molds of 'femininity', such as acting demure or caring for others at the expense of oneself. Within the Social Power domain, they sought access to previously denied resources and prioritized membership in communities where they engaged in passionate pursuits and combatted discrimination.

**DISCUSSION:** Older adulthood provides an opportunity for diverse women to shift the way they inhabit their bodies, sometimes for the first time since adolescence. These processes can enrich both therapy and theory development.

**Ivanka Prichard, Annabel C McLachlan, Tiffany Lavis**, Flinders University, Australia

### **An examination of fitness images and the effect of viewing the female body in a functional versus non-functional way on female body image.**

**BACKGROUND:** Fitspiration is a rising movement within social media sites which features ideal fitness images and promotes different fitness goals and motivation to exercise through both text and imagery. While these inspirational fitness images are argued to inspire health and physical fitness, they focus heavily on appearance with the implied message that women now need to be skinny, fit and toned. They have also been linked to increased body dissatisfaction among young



women. Given the popularity of these images, it was important to determine whether different types of fitspiration images might be more detrimental to female body image. Under the framework of Objectification Theory the current study used fitspiration images to examine the effect of viewing the body in a functional or non-functional way on female body image. The effect of appearance-related inspirational text was also considered.

**METHOD:** Female participants (N = 152, 17-30 years) completed an online study where they were randomly allocated to a 2 (image type: functional, non-functional) by 2 (text presence: appearance-focused text, no text) by 2 (time: pre, post) design. Dependent measures were state body satisfaction, state mood and state self-objectification. Trait self-objectification was examined as a moderating variable.

**FINDINGS:** There were no main effects of image type or text presence, however, state body satisfaction decreased and state negative mood increased over time. Trait self-objectification was also found to moderate the impact of image type and text presence on state body satisfaction.

**DISCUSSION:** The findings demonstrate that irrespective of a focus on body functionality or the presence of appearance-related text, exposure to inspirational fitness media (fitspiration) decreases body satisfaction and increases negative mood. This is in line with previous research that has demonstrated that exposure to thin, muscular images has the same negative effect as traditional 'thin-ideal' images.

**Rafia Rafique**, University of the Punjab, Pakistan; **Nigel Hunt**, University of Nottingham, Nottingham, United Kingdom

### **Self in the darkness seem to me no realer than a dream: Experiences of living with alopecia universalis.**

**BACKGROUND:** Visible difference in appearance can have diverse psychological and social impact. Alopecia Universalis (AU) is a disfiguring condition resulting in complete loss of hair on scalp and body. We explored lived journeys of men with AU across two cultures; United Kingdom and Pakistan.

**METHOD:** Interpretive Phenomenological Analysis was employed to unravel the psychosocial experiences of men with AU. We conducted face to face in-depth semi-structured interviews with a volunteer sample of twelve respondents.

**FINDINGS:** Five superordinate themes emerged: 1) Reactions (personal and social) 2) Impact (psychological and social) 3) Coping (cognitive and behavioral) 4) Adjustment and Rehabilitation and 5) Equilibrium /Growth (Psychological and spiritual).

**DISCUSSION:** Men from the UK reported experiencing stronger personal reactions. Pakistani men reported experiencing social reactions like stares, giggles and point blank questions from the public. Long term impact, coping process, adjustment and rehabilitation period reported by men with AU was quite similar across cultures. Having lived with AU for some period of time, men from UK recounted becoming more empathetic and compassionate; Pakistani men said they had developed gratitude over the years. Dermatologists need to be sensitive about the psychosocial needs of people with AU. Healthcare providers, especially psychologists, can provide support through the use of psychosocial interventions.

**Virginia Ramseyer Winter**, University of Missouri, USA; **Elizabeth O'Neill**, University of Kansas, USA

### **Investigating relationships between objectification, body image, and mental health outcomes in young women: An SEM test of objectification theory.**

**BACKGROUND:** Objectification theory (OT) posits that when women self-objectify, or adopt a third person's view of their own bodies, it can lead to body shame, which is related to poor mental health outcomes (e.g., depression). This study adds to existing OT research by testing a strengths-based theoretical model of self-objectification, body appreciation, and mental health diagnosis among a sample of women.

**METHOD:** The current study used a cross-sectional design. Young women were recruited from

community colleges and 4-year universities (N = 399) to complete an online survey. Survey measures included the Self-Surveillance Subscale of the Objectified Body Consciousness Scale, the Body Appreciation Scale (BAS), and self-reported mental health diagnosis. Analyses controlled for race and body mass index (BMI). MPlus was used to run logistic structural equation modeling with Monte Carlo integration to test the hypothesized model.

**FINDINGS:** The sample included women 18-25 years old (M = 20.15, SD = 2.04) with a mean BMI of 23.66 (SD = 4.09). The majority identified as White (81%). Self-objectification was significantly, inversely related to body appreciation ( $b = -0.77$ ,  $\beta = -.57$ ,  $p < .001$ ). Body appreciation was significantly related to mental health diagnosis (OR = .80,  $p < .01$ ), with a one standard deviation increase in body appreciation related to a 20% decrease in the likelihood of having a mental health diagnosis.

**DISCUSSION:** This is the first known study to test these relationships of OT using a positive measure of body image. Testing the inverse of negative constructs is essential as the absence of pathology does not necessarily equate to health. A better understanding of how positive body image may relate to mental health can inform future interventions. In this sample of young women, self-objectification was related to body appreciation and had a medium effect size ( $\beta = -.57$ ). This finding suggests that if interventions can successfully prevent a woman from internalizing objectification, it may impact her body image. Further, higher body appreciation was related to a decrease in the likelihood of a mental health diagnosis, so it is possible that decreasing self-objectification could ultimately lead to a decrease in poor mental health outcomes.

**Lina A Ricciardelli**, Deakin University, University

### **Body image among males: Culture, media ideals and gender role norms.**

**BACKGROUND:** Studies have shown that non-European men living in Western countries are more at risk of body image problems, disordered eating and other related health risks behaviours. Two factors which have been identified as contributing to the development of body image concerns are the internalisation of Western views of the ideal body and attractiveness, which focus on muscularity and leanness, and adherence to Western masculine gender role norms. However, these factors have received little attention among males from non-Western cultures.

**METHOD:** Using survey methods and standardised measures this study examined how the internalisation of the ideal body and gender role norms related to body image concerns among 84 men with from an Asian background and compared their scores to 83 men from an European background (all men living in Australia).

**FINDINGS:** Overall, Asian men scored significantly higher on Drive for Leanness, Winning, Heterosexual Self-Presentation, Power or Women, and Primacy of Work but significantly lower on Violence. The main predictor of Drive for Muscularity and Leanness in both groups of men was Media Internalisation. The masculine norm of Risk Taking was also found to predict Drive for Leanness in both groups. The norm of Playboy was found to predict Drive for Muscularity and Leanness among the European men. The norms of Violence and Emotional Control also predicted Drive for Muscularity among European men. An additional analysis with men from an Asian Indian background (N=50), showed that there was an interaction between Media Internalisation and identification with Australian culture in predicting Drive for Leanness. At low levels of identification with Australian culture, the effect of Internalisation was weak and non-significant, the effect of Internalisation on Drive for Leanness was strongest and significant when identification with Australian culture was high.

**DISCUSSION:** More research is needed to examine (a) moderating effects of identification with Western culture; (b) comparisons with men living in Asian countries; (c) comprehensive assessment of Asian men's acculturation; (d) different cultural groups among Asian men (ie Chinese, Japanese, Korean); and (e) qualitative studies to better understand cultural differences. Limitations of the study include the (a) modest and convenience sample; (b) single item to assess cultural identity; and (c) need to assess other body image concerns (ie height, hair, sporting attributes).

**Rachel Rodgers, Atsushi Matsumoto, Ami Popat**, Northeastern University, USA, **Phillippa**

**Diedrichs**, University West of England, United Kingdom; **Matthew Fuller-Tyszkiewicz**, Deakin University, Australia; **Kristina Holmqvist Gattario**, **Ann Frisén**, University of Gothenburg, Sweden; **Lina Ricciardelli**, Deakin University, Australia; **Zali Yager**, Victoria University, Australia; **Linda Smolak**, Kenyon College, USA; **Heather Thompson-Brenner**, **Rebecca Shingleton**, Boston University, USA; **Debra L Franko**, APPEAR, Northeastern University, USA

### **What do men think impacts appearance satisfaction? Views from 4 countries.**

**BACKGROUND:** Research with men has documented high rates of body dissatisfaction and disordered eating, which may arise from the promotion of an unrealistically lean and muscular male body ideal in Western societies. However, our understanding of the influences that contribute to the internalization of this body ideal and the development of body dissatisfaction is limited. Furthermore, qualitative studies grounded in men's own experiences with appearance ideals remain scarce and cross-cultural studies of male body image are few. Such work would improve our understanding of appearance ideals as they vary across countries.

**METHOD:** Over 821 young men [ $n = 226$  (Sweden);  $n = 190$  (US);  $n = 152$  (UK);  $n = 250$  (Australia)] responded to an open-ended question in an online survey: "What do you think/impacts whether men are satisfied or dissatisfied with their appearance?"

**FINDINGS:** The most frequently mentioned source of influence was media, followed by peers, and thirdly, individual self-confidence. Personal physical characteristics were also frequently cited, with weight and muscle mass most often identified as important factors. Interestingly, a small number of men indicated they thought there was no ideal or that appearance was not important. Moreover, a number of cross-country differences in the frequency of themes were noted. In particular, regarding the three most frequent themes, media influences were least often cited by U.S. participants, although this theme emerged at comparable rates among the men from the other three countries. Peer influences were least often cited by participants from Australia, but similarly referenced by the three other groups. Finally, self-confidence was least often mentioned by participants from the UK, followed by Sweden, then Australia, and most frequently by U.S. participants.

**DISCUSSION:** The findings from this cross-cultural research suggest that, even within a Western context, young men's perceptions of the factors influencing body image (appearance?) dissatisfaction may vary. However, despite cross-cultural differences, our results support empirical findings regarding the importance of both sociocultural influences and psychological factors on body image. These findings may inform prevention efforts among young men and enrich our understanding of the development of body image concerns and related risk behaviors in this group.

**David B Sarwer**, Temple University, USA

### **Body image, quality of life, and sexual functioning in persons with extreme obesity who undergo bariatric surgery.**

**BACKGROUND:** The sizable, early weight losses seen with bariatric surgery have been associated with improvements in body image, quality of life and sexual functioning. Few studies have investigated the durability of these changes over several years. The present study investigated changes in body image, quality of life, sexual functioning and sex hormones over 4 years in women who underwent bariatric surgery.

**METHOD:** A prospective cohort study of 106 women from the Longitudinal Assessment of Bariatric Surgery-2 investigation who underwent bariatric surgery (median [25th percentile, 75th percentile] BMI = 44.5 kg/m<sup>2</sup> [41.4, 49.5]). Body image, quality of life, sexual functioning, depressive symptoms and marital adjustment were assessed by validated questionnaires. Sex hormones were assessed by blood assay.

**FINDINGS:** As compared to baseline, women lost on average (95% confidence interval) 32.8% (30.7%, 34.8%) of body weight at postoperative year 1, 33.4% (31.5%, 35.4%) at postoperative year 2, 32.3% (30.4%, 34.3%) at postoperative year 3, and 30.6% (28.5%, 32.8%) at postoperative year 4. Women reported significant improvements in overall sexual functioning and specific domains of sexual functioning (i.e., arousal, desire, and satisfaction) through postoperative year 3, but these changes were not maintained through postoperative year 4. Changes in romantic

relationship quality followed a similar pattern. Improvements in physical aspects of quality of life, body image and depressive symptoms were maintained through 4 years. As compared to baseline, women experienced significant changes at 4 years in all hormones of interest with the exception of estradiol.

**DISCUSSION:** Improvements in reproductive hormones are well maintained 4 years after bariatric surgery. Physical aspects of quality of life, body image and depressive symptoms were similarly well maintained, while sexual functioning, relationship satisfaction and mental components of quality of life eroded over time.

**Nicholas D Sharratt, Elizabeth Jenkinson, Timothy P Moss, Nichola Rumsey,** The University of the West of England, United Kingdom

### **“I’ve always thought that I’m not good enough... why would someone good looking want to be with me?”: A qualitative exploration of the impact of visible difference upon intimacy and intimate relationships.**

**BACKGROUND:** Whilst visible difference is associated with a variety of psychosocial challenges and intimate relationships can be considered an important component of healthy, meaningful adult lives, the intersection of visible difference and intimacy has received relatively little attention in the research literature. This qualitative research explored participants’ accounts of the impact that their visible difference has upon their intimate life.

**METHOD:** Twenty-two participants (16 female, 6 male) aged 25-64 with a range of visible differences including Cleft Lip/Palate (n=6), Alopecia (n=5), Psoriasis (n=3), Breast Cancer related changes (n=2), Ankylosing Spondylitis (n=1), Facial Birthmark (n=1), Facial Scarring (n=1), Ichthyosis (n=1), Facial Palsy (n=1), multiple aetiologies (n=1) were recruited through advertisements placed with a number of relevant charities and support groups. Participants were offered the choice of how to participate (via the telephone, skype or by speaking in person) and individual semi-structured interviews were conducted. The interviews were audio-recorded, transcribed verbatim and analysed using inductive thematic analysis.

**FINDINGS:** Participants considered their visible difference to have impacted their intimate relationships and to have influenced their sense of self and social identity. Four superordinate themes were identified: Appearance Attracts and Detracts; The Disclosure Dilemma; Physicality and Reality; and Delineating and Defining Relationships. Drawing from each of the superordinate themes, the focus of this paper is upon the following themes: The Discounted Self; The Disclosure Dilemma; Invading Physical Intimacy; and Enriching and Fortifying Us.

**DISCUSSION:** Participants understood their visible difference as having a pervasive and enduring impact upon themselves and upon their intimate life and as presenting additional challenges that must be negotiated both in the formation and the maintenance of close personal relationships. It is important to recognise, however, that positive effects were also recounted. These are acknowledged within the themes identified. This research elucidates participants’ understandings concerning the breadth and depth of these impacts and extends our knowledge regarding the impact of visible difference upon intimacy and intimate relationships. Recommendations for peer to peer support and for future research are considered.

**Wendy Sims-Schouten,** University of Portsmouth, United Kingdom; **Helen Cowie,** University of Surrey, United Kingdom

### **Ideologies and narratives in relation to childhood obesity – fatness as a deficiency.**

**BACKGROUND:** Childhood obesity is a recurrent theme in the (British) media; leading to calls for strategies to reverse this unhealthy trend. This is reflected in public policy and pedagogy in the UK, with a specific focus on improving healthy eating practices and physical exercise, and reducing ‘fatness’ in children, through educating children and their families. At the same time, the existence of an ‘obesity crisis’ has been questioned, with some research suggesting that people have latched on to this because it conforms to the familiar story of Western decadence and decline, and related representations of ‘fat bodies’ as inferior and disgusting. In this paper we explore narratives in

relation to 'fatness', drawing on focus group interviews with parents, early years practitioners, teachers and young people.

**METHOD:** 56 participants were in twelve focus groups, four were with young people (mean age = 14 years old), two were with secondary school teachers, two with early years practitioners, and four with parents. The methodological framework consisted of a multi-level 'synthesized' discourse analysis. Firstly, drawing on discursive psychology, we focussed on the interactive accomplishments of talk, such as managing facts and accountability. The second level of discourse analysis focussed on the wider discourses that participants drew on to make sense of themselves, including common sense discourses and ideologies.

**FINDINGS:** The findings show that 'fatness' is being made an issue through the use of labels and stigmas, such as the 'fat kid', 'fat shit', and 'bigger children' and by hinting at 'fatness' as a deficiency. As such, there is a sense that the current increased focus on childhood obesity and 'fatness' has found its way into common sense ideologies, and the narratives of the participants, also in relation to bullies, victims and 'easy targets', with related implications for children's personal and social worth.

**CONCLUSION:** Stigmatising the person with weight issues can drive that person and their family into denial, social withdrawal, self-loathing and low self-esteem. On the continuum running from 'large' to 'overweight' and 'clinically obese', there will be points where it is in the child's best interests to intervene in order to prevent later acute health problems. Yet, any solution that we consider must take account of the complex interacting social factors that contribute to one particular child's body size.

**Amy Slater, Emma Halliwell, Hannah Jarman, Emma Gaskin**, University of the West of England, United Kingdom

### **More than just child's play?: The effect of exposure to appearance-focused Internet games on the body image and career aspirations of 8-9 year old girls.**

**BACKGROUND:** In recent years there has been widespread concern in both the public and political spheres about girls 'growing up too quickly'. The American Psychological Association's Report on the Sexualisation of Girls (2007) outlined that girls are growing up in a cultural environment that overly emphasizes the importance of appearance and looking 'sexy' and that this may be detrimental to girls' self-image, healthy development and aspirations. The current study aimed to examine the impact of one particular influence, appearance-focused internet games, on young girls' body image and career aspirations.

**METHOD:** Participants were 80 girls aged 8 and 9 years ( $M=8.43$ ,  $SD = .50$ ) recruited from six primary schools in the South West of England. Participants were randomly assigned to play an appearance focused or a non-appearance focused game for a period of 10 minutes. Body dissatisfaction was assessed using figure rating scales. Career aspirations ('would you like to do this job?') and career cognitions ('could you do this job/could a boy do this job?') were assessed for a range of traditionally feminine and masculine occupations.

**FINDINGS:** Girls in the appearance-focused game condition selected a significantly thinner figure as their ideal compared to girls in the non-appearance game condition. Type of internet game did not impact girls' perceived capacity to do various jobs. However, girls who played the appearance-focused game reported a greater preference for feminine careers compared to girls who played the non-appearance game.

**DISCUSSION:** The current study provides preliminary evidence that internet games with an appearance or sexualised focus may be detrimental to girls' body image and aspirations. Internet games should be included in our consideration of influential sources of appearance based messages for young girls.

**Anna Stone, Anita Potton**, University of East London, United Kingdom

### **Attention to disfigured faces is related to Disgust Sensitivity and to invoked emotion: An eye-tracking study.**

**BACKGROUND:** Previous studies have demonstrated that more attention is paid to a disfigured face than to a non-disfigured face, but there has been no investigation of the influence of individual differences in Disgust Sensitivity or of the emotion invoked by the perception of a facial disfigurement. If Disgust Sensitivity serves to promote the avoidance of individuals with potentially contagious disease then it should correlate with heightened attention to assumed indicators of disease and to earlier detection of these assumed indicators. This study investigated how Disgust Sensitivity and invoked emotion are related to the attention focus on facial disfigurements.

**METHOD:** Twenty-eight participants completed a task of reporting their emotional reactions to photographs of faces while their eye-fixations were recorded. The faces were displayed in three versions: with a structural disfigurement to internal features, a peripheral forehead blemish, or a control condition with no distinguishing features. Disgust Sensitivity as a trait was also measured. Two measures of attention were recorded: the percentage of the total viewing time that was fixated on the areas of interest (internal features or forehead) and the time to the first fixation on the areas of interest.

**FINDINGS:** More time was spent looking at the areas of disfigurement in the disfigured faces than in the same areas of the non-disfigured control faces. The first fixation was sooner to the disfigured areas than the corresponding areas in non-disfigured faces, suggesting very early detection of a variation from the facial norm. Disgust sensitivity was related to the amount of time fixated on disfigured internal features. The degree of negative emotion invoked by the facial disfigurement was also related to the time fixated on disfigured internal features and to Disgust Sensitivity.

**DISCUSSION:** Early attentional capture by the disfigured features suggests that deviations from the facial norm are detected early in the stream of perceptual processing. This is consistent with the Bruce and Young (1986) model of face processing in which the first stage is structural encoding of the features of the face. The proposition that attention to facial disfigurement is motivated by the desire to avoid potential indicators of disease is supported by the relationship with Disgust Sensitivity, which has elsewhere been shown to be related to avoidance of disease.

**Tracey Thornborrow**, Newcastle University, United Kingdom; **Jean-Luc Jucker**, Durham University, United Kingdom and Universidad de las Regiones Autonomas de la Costa Caribe Nicaraguense, Nicaragua; **Lynda G Boothroyd**, Durham University, United Kingdom; **Martin J Tovee**, Newcastle University, United Kingdom

### **'Bootylicious' or 'thin ideal'? Investigating the influence of television on men's preferences for female body size and shape in rural Nicaragua.**

**BACKGROUND:** Many studies have investigated the influence of media on women's body ideals, but few have considered how it may shape men's ideas of what constitutes an attractive female body. The Southern Atlantic region of Nicaragua provides a unique opportunity to investigate media influence on male preferences because there is still considerable variation in media access: some villages are still awaiting mains electricity, whereas others have had electricity for several years. The present study compared the ideal female body size and shape of two groups of men in rural Nicaragua who varied significantly in level of television exposure but otherwise inhabited the same ecological and social setting.

**METHOD:** A total of 43 men aged 15-58 were recruited from two villages: Kakabila has had electricity for about six years, while Square Point has no electricity. The use of an interactive 3D modelling computer programme enabled participants to create their ideal female body rather than simply choosing from a limited range of size and shape options. Media exposure was measured as hours of television viewed per week (TVE) as there is very limited access to other forms of visual media in this region.

**FINDINGS:** There was a significant difference in ideal body size (Body Mass Index – BMI), with the high TVE group creating bodies with a lower BMI than the low TVE group. There were also significant differences in ideal shape cues, such that the high TVE group created a fuller bust and slimmer hips, even after controlling for ideal BMI. Regression analyses found TVE to be a stronger predictor of both ideal female BMI and ideal hip size than age, education and acculturation, while TVE and acculturation were the strongest predictors of ideal bust size.



**DISCUSSION:** The results of this study suggest that, like women, what men consider to be attractive about a woman's body size and shape is also influenced by exposure to media imagery. While both groups' ideal female body was considerably larger than Western samples, there were significant differences between groups: Men who watched very little television preferred a more 'bootylicious' body with fuller hips and buttocks, while those who watched more television preferred a slimmer female body. Furthermore, the smaller hip size and fuller 'cup' size preferred by the high TVE group may indicate that Western media ideals are beginning to influence local perceptions of attractive female body shapes as well as size.

**Martin J Tovee**, Newcastle University, United Kingdom; **Katri K Cornelissen**, University of Northumbria, United Kingdom; **Peter J B Hancock**, University of Stirling, United Kingdom; **Piers L Cornelissen**, University of Northumbria, United Kingdom

### **Fixation patterns, not clinical diagnosis, predict body size over-estimation in eating disordered women and healthy controls.**

**BACKGROUND:** A core feature of anorexia nervosa (AN) is an over-estimation of body size. Women with AN have a different pattern of eye-movements when judging bodies, but it is unclear whether this is specific to their diagnosis or whether it is found in anyone over-estimating body size.

**METHOD:** To address this question, we compared the eye movement patterns from three participant groups while they carried out a body size estimation task: (i) 20 women with recovering/recovered anorexia (rAN) who had concerns about body shape and weight and who over-estimated body size, (ii) 20 healthy controls who had normative levels of concern about body shape and who estimated body size accurately (iii) 20 healthy controls who had normative levels of concern about body shape but who did over-estimate body size.

**FINDINGS:** Comparisons between the three groups showed that: (i) accurate body size estimators tended to look more in the waist region, and this was independent of clinical diagnosis; (ii) there is a pattern of looking at images of bodies, particularly viewing the upper parts of the torso and face, which is specific to participants with rAN but which is independent of accuracy in body size estimation.

**DISCUSSION:** Since the over-estimating controls did not share the same body image concerns that women with rAN report, their over-estimation cannot be explained by attitudinal concerns about body shape and weight. These results suggest that a distributed fixation pattern may be a cause of over-estimation of body size and should be addressed in treatment programs.

**Sadie Wickwar**, City University London, United Kingdom; **Hayley McBain**, City University London and Community Health, Newham, United Kingdom; **Daniel Ezra**, Moorfields Eye Hospital and UCL Institute of Ophthalmology NIHR Biomedical Research Centre for Ophthalmology, United Kingdom; **Shashivadan Hirani**, City University London, United Kingdom; **Geoffrey Rose**, Moorfields Eye Hospital and UCL Institute of Ophthalmology NIHR Biomedical Research Centre for Ophthalmology, United Kingdom; **Stanton Newman**, City University, United Kingdom

### **The impact of orbital decompression surgery for thyroid eye disease on quality of life.**

**BACKGROUND:** Thyroid eye disease (TED) is an autoimmune thyroid disorder that affects the appearance of the eyes and vision. Many patients are offered orbital decompression surgery to improve clinical symptoms; however the psychosocial implications of having this major surgery have not previously been assessed. This study aimed to investigate the impact of orbital decompression surgery on the quality of life of patients with appearance-altering TED and the extent to which changes in clinical and psychosocial factors are able to predict any improvements in quality of life.

**METHOD:** A within-subjects repeated measures design was employed where patients were assessed prior to, and 6 weeks and 6 months post-surgery. One hundred and twenty three adult patients with TED eligible for orbital decompression at Moorfields Eye Hospital were recruited. A framework of adjustment to living with a disfiguring condition developed by the Appearance Research Collaboration (ARC), which highlights the importance of intervening cognitive processes,



guided the choice of independent variables and analysis model. The Graves' Ophthalmopathy Quality of Life Scale (GO-QOL) was completed at each time point and change in GO-QOL from before to after surgery was the dependent variable in hierarchical multiple regression models. **FINDINGS:** Vision-related QOL did not change significantly until 6 months after surgery, whilst appearance-related QOL was significantly improved at the 6 week follow-up and continued to increase significantly up to 6 months post-surgery. 79% of the variance in change in appearance-related QOL was explained by the regression model. Predominantly appearance-related and social cognitions explained changes in quality of life over and above clinical factors. Improvement in how patients evaluated their own appearance was the only unique predictor of improvements in appearance-related QOL after surgery. **DISCUSSION:** This study highlights the importance of appearance-related cognitions in predicting psychosocial outcomes after surgery for TED. Psychosocial interventions could target these cognitions to enhance the quality of life of patients undergoing surgery for TED.

**Zali Yager**, Victoria University, Australia; **Jennifer A O'Dea**, Sydney University, Australia

### **Millennial men: A time-lag longitudinal study of the change in boys' body image from 2000-2012.**

**BACKGROUND:** Male body image has been recognised as an important public health concern, but there has not been extensive research to determine whether it is awareness or prevalence that has increased over the past 20 years.

**METHOD:** We conducted a 12-year time-lag study comparing the body image, weight change strategies, and use of nutritional supplements among 615, 15-17 year old adolescent boys in Australia.

**FINDINGS:** We found that boys in 2012 scored higher on the Body Appearance Rating than those in 2000, indicating a better body image. Although the use of protein supplements and weightlifting increased in popularity as the dominant methods of weight gain, a significantly lower proportion of young men in 2012 indicated that they were currently trying to gain weight.

**DISCUSSION:** This important data provides an overview of the trends in the body image and weight change practices of adolescent boys over time, and has implications for the targeting of prevention programs.

**Maria Zafiri, Angeliki Leondari**, University of Thessaly, Greece; **Grigoris Kiosseoglou**, Aristotle University of Thessaloniki, Greece

### **Examining body image correlates in preadolescence and late adolescence: Developmental differences and impact on psychological health.**

**BACKGROUND:** There is clear consensus that transition from childhood into adolescence is characterized by an emergence of marked body image concerns. The impact of risk factors such as Body Mass Index (BMI) and the internalization of appearance-related messages on body image formation has been studied widely. While previous research has focused mainly on body shape and weight concerns, body image development has been the focus of relatively fewer studies. The present study had two principal aims. First, to further the understanding of body image development during the preadolescent and adolescent period. Second, to investigate the relationship between body image and different aspects of psychological functioning during these levels of maturation.

**METHOD:** Participants were 193 Sixth Graders and 211 Eleventh Graders. They completed self-report measures of body esteem, internalization of mass media-promoted ideals and psychological health indices (self-esteem, depression, anxiety, social anxiety, hope).

**FINDINGS:** Path analysis revealed positive effects of general feelings about appearance and evaluations attributed to others about one's body and appearance on psychological health. BMI was negatively associated with most body image dimensions and affected psychological health indirectly. Internalization of mass-media promoted ideals affected all body image dimensions and psychological health. Gender was directly and indirectly related to psychological health. Multigroup

analysis showed that, although general feelings about appearance affect psychological health positively in both age groups, this association is significantly stronger in late adolescents. Also, a negative effect of BMI on the evaluations preadolescents attribute to others about their appearance was found. In late adolescents this path is not significant. Finally, in the preadolescent group, girls tended to report poorer psychological health than boys.

**DISCUSSION:** Our findings confirm the impact of general feelings about appearance on psychological health, especially in late adolescents. In the younger age group, growth-related changes, as reflected through BMI, seem to affect the appeal preadolescents believe they have on others. The need for age-tailored interventions in terms of positive body image promotion is discussed.

## Poster Presentations:

**Kate V Adkins, Andrew Thompson, Julia Moses**, University of Sheffield, United Kingdom

### **Imperfect skin: A never ending story of stigmatisation in women's magazine advertisements?**

**BACKGROUND:** Content and advertisements within women's magazines have the potential to reflect and perpetuate contemporary sociocultural appearance ideals and myths surrounding acne. However, no existing studies examine acne depictions in women's magazine content nor how they have changed over time.

**METHOD:** A total of 1240 advertisements were collected from 3 UK women's magazines (Cosmopolitan, Woman, Spare Rib), covering 1972-2008 at 5 year intervals. The majority related to acne (n=637, 51%). Acne-related advertisements were analysed using ethnographic content analysis and was informed by techniques derived from thematic analysis, to allow for a more rigorous approach to analysis, and contextualised using social history.

**FINDINGS:** Three substantial themes were identified across time: (1) perfect skin as an achievable ideal; (2) acne myths; and (3) psychosocial impact. One smaller divergent theme emerged: normalising acne. Content also differed between magazines; Cosmopolitan consistently contained the most acne-related advertisements (n=534), contrasting with Spare Rib (n=0). Acne-related advertisements in Woman diminished from the 1980s onwards. Content also varied over time, reflecting shifts in magazine technology, acne treatments, marketing strategies, appearance ideals, and the position of women in society.

**DISCUSSION:** Perfect skin was synonymous with spot free flawless skin. Perfect skin was implied to be a requirement for beauty, wellbeing, success and romantic relationships with 'blemished' skin seen a barrier to these. Acne was frequently blamed on dirt and poor hygiene. Perfect skin could be achieved quickly and simply through various products and procedures, implying personal responsibility for the cause and treatment of acne. Advertisement images reflected a lack of diversity. Very few images showed women with signs of acne. Colour photographs of women with unrealistically flawless skin became increasingly commonplace. Furthermore, from the 1990s onwards cosmetic surgery advertisements rose dramatically, and emphasised a need to remove acne scarring and undergo multiple procedures to achieve a perfect body for yourself. These results suggest a shift towards a society increasingly focused on achieving unrealistic beauty ideals via self-improvement. Viewing such content may have harmful psychosocial implications for female readers with acne, including stigmatisation. Future work will explore and compare other forms of magazine content.

**Taslim Alani, Sarah Pegrum**, Eastern Health, Australia

### **Dancing to recovery: A dance-based eating disorders therapeutic intervention.**

**BACKGROUND:** Individuals with eating disorders have often been thought to experience a mind-body disconnection. With a disconnection between the two, internal cues are often misinterpreted, creating distortions in body image perception, as well as in messages related to hunger and satiety. Interventions for treating eating disorders have been met with marginal success. The current project sought to develop a group intervention using evidence-based psychotherapeutic strategies and dance. Dance and movement were hypothesized to help restore the connection between mind and body, teach clients about the strength and capacity of their bodies, and build mastery.

**METHOD:** Literature was reviewed for evidence-based therapies for eating disorders. Dance, art, and movement therapies were explored for theoretical underpinnings and practical applications. Consultation occurred with several health professionals working with eating disorders (e.g., psychologist, physiotherapist, dance/movement therapist).

**FINDINGS:** A 10-session program, Dancing to Recovery, was developed with a psychotherapeutic foundation in mindfulness, acceptance and cognitive-behavioural psychotherapies. The use of integrated movements (beginning small, moving to bigger, and then to a short choreography),

combined with mirroring of movements (mirroring facilitator, each other, and in a mirror), aim to restore connection between mind and body, and build mastery. Music is introduced and connected to movement with the aims of increasing emotional awareness and expression. Mindfulness techniques are introduced to increase focus on sensations related to body movement, and to assist clients with thoughts that can be challenging.

**DISCUSSION:** Considering the challenges in working with individuals with eating disorders, and the somewhat limited success of therapeutic interventions, new models of therapy may be necessary. Preliminary outcome findings and therapist reflections will be shared.

**Taslim Alani, Christopher Mushquash**, Lakehead University, Canada; **Peter Braunberger**, Northern Ontario School of Medicine, Canada; **Tina Bobinski**, Dilico Anishinabek Family Care, Canada

### **Considering cross-cultural perspectives of health, body image and eating disorders: The case of first nations living in northwestern Ontario, Canada.**

**BACKGROUND:** Definitions of health, healthy eating, and ideal body image have often been conceptualized from a Western perspective. Cross-cultural perspectives of these definitions may differ. Such understandings are especially important to better understanding experiences of eating disorders amongst cross-cultural populations. Through epidemiological research, First Nations peoples living in Canada have been found to have higher rates of obesity and diabetes. However, rates of eating disorders are unknown, and clinicians report eating disorders to be virtually absent in this population. In order to better understand eating disorder presentation, approaches to assessment, and effective prevention and intervention strategies, it is essential to understand concepts of health, healthy eating and ideal body image from a First Nations perspective.

**METHOD:** Five First Nations Elders living in Thunder Bay, Ontario, Canada were interviewed to gain a better understanding of these concepts, and how they may relate to the well-being of youth. First Nations Elders are individuals who have gained the respect of their community, and whose actions and words communicate consistency and wisdom. Elder knowledge is often a consideration in every aspect of community and individual health and wellness. Semi- and non-structured interviews took place, depending on participant preference. Data were analysed using a thematic content analysis approach.

**RESULTS:** Findings demonstrate the importance of conceptualizing health holistically; the impacts of colonization on health, well-being, and understandings of self; how the relationships between food, health, and nutrition are complex; and that ideal bodies have often been equated with health and balance.

**DISCUSSION:** These results illustrate the importance of culturally relevant definitions to the health and well-being of cross-cultural populations. In order to effectively understand eating disorders in First Nations populations, a culturally-grounded understanding of normal eating behaviour and body image appreciation must be understood—without this, clinicians and researchers may misinterpret both healthy and unhealthy eating behaviours. Recommendations are discussed.

**Jean-Francois Amadiou, Alexandra Roy, Sevag Kertechian**, PRISM/Paris 1 Sorbonne University, France

### **The impact of obesity on the recruitment process : A gender approach.**

**BACKGROUND:** According to WHO (World Health Organization), in 2014, more than 1,9 billion adults - people of 18 years and over - were in overweight. Of these, more than 600 million were obese. This category is often frozen out and especially at work. Indeed, getting into the labor market is an important milestone in stepping into adulthood, but unfortunately for people who are obese and whose bodies don't conform to mass standards, it could be another social or moral sanction (Imperiali, 2005). More generally, the life of those dealing with obesity is harder in all fields (Mouche, 1994; Tovée et al. 1998). Moreover, these stereotypes are biases established in childhood (Hill et al., 2007). Today, obesity can be recognized as a disability. However, recruitment processes and codes of conduct for Human Resources professionals have not changed. Otherwise-

known, we are heading towards greater equal treatment? The objective of the paper is to explore the level of discrimination against obese woman and obese men during the recruitment process. One profession is chosen – commercial agent. According to Apec in France (employment association for executives) this profession is composed of 75% men. Moreover, it is a profession in which the stereotyped pattern is widespread. Generally, the more a job as “a man’s job” is considered, the more men there will be (Heilman and Saruwatari, 1979). But concerning “man’s job”, our literature review shows that recruiters will prefer a woman less feminine than a man less masculine (Desrumaux, 2005).

**METHOD:** A testing method is used to measure this impact. For each role, 125 CV are sent. Each CV outlines identical training and skillset, only the photo attached to the CV had been altered.

**FINDINGS AND DISCUSSION:** The results show that obesity still has a negative connotation and was subject to many stereotypes (Amadiou, 2005). Nevertheless, our sample (n: 500) underlines a very interesting trend. Indeed, recruiters prefer to recruit obese women (39 positive responses) than obese men (31 positive responses). This result is consistent with our literature review (Desrumaux, 2005). More precisely, our results are summarized as follows: 45,6% of positive responses for men with normal weight, 31,2% for women with normal weight, 24,8% for obese women and 16% for obese men.

**Marios Argyrides, Antri Christodoulou**, Neapolis University Pafos, Cyprus

### **Predictors of body image satisfaction and disordered eating: Differences between high-school and university-age females.**

**BACKGROUND:** Age differences concerning body image (Demarest and Allen, 2000; Tiggemann, 2004) and disordered eating (Newmark-Sztainer et al., 2006) have been reported in the literature. Concerning body image and disordered eating, Cyprus is of great interest on the literature (Argyrides et al., 2015). The aim of the current study was to evaluate differences between a sample of high school females (mean age 15.3) and a sample of university-age females (mean age 26.4) on variables such as body image satisfaction and investment, weight-related anxiety, media influences, internalization of the thin ideal, self-esteem and disordered eating.

**METHOD:** A total of 476 females participated in the study (249 of High-School age and 227 of University age) and responded to measures pertaining to body image satisfaction and investment, media influences, internalization of the thin ideal, weight-related anxiety, self-esteem and disordered eating. **FINDINGS:** Group differences indicated that university-age females scored significantly higher on self-esteem, body satisfaction and significantly lower on weight-related anxiety and preoccupation. No differences existed between the two groups on body image investment, media influences, internalization of the thin ideal and disordered eating. Furthermore, the two groups shared investment in body image and weight-related anxiety as significant predictors of body image satisfaction. They differed in that the media as an important source of information served as an additional predictor for the high-school group and self-esteem for the university group. Finally, the predictors differed completely when using disordered eating as the criterion variable. Weight-related anxiety, internalization of the thin ideal and information from the media were the predictors of the high-school group whereas only investment in body image predicted disordered eating in the university-age group. **DISCUSSION:** The results further support the significant differences that exist between the two age groups. Additionally, the results shed light to the different risk factors that are present between the two groups and therefore, intervention programs in High Schools and Universities should differ in how they approach their audience. The findings add significant information to the body image and disordered eating literature.

**Mohammad Atari, Mohammad Ali Besharat**, University of Tehran, Iran

### **Factor structure and reliability of body and appearance self-conscious emotions scale (BASES) in Iran.**

**BACKGROUND:** Generally, shame, guilt, authentic pride, and hubristic pride are considered self-conscious emotions which are evoked by self-reflection and self-evaluation. Castonguay et al.

(2014) developed a psychometrically sound measure to assess self-conscious emotions in body and appearance contexts. The present study's purpose was to assess the factor structure and reliability coefficients of Body and Appearance Self-Conscious Emotions Scale (BASES) in a community sample of Iranians.

**METHOD:** all 24 items were translated into Persian following standard back-translation technique. In order to check the factorability of the data matrix Kaiser-Meyer-Olkin (KMO) was computed. Subsequently, an Exploratory Factor Analysis (EFA) with principal axis factoring and varimax rotation was performed to examine the factor structure of the BASES. A total of 258 participants were included into the study using convenience sampling strategy. In order to examine the internal consistency of the subscales, Cronbach's alpha was computed.

**FINDINGS:** KMO was 0.911 and Bartlett's test was significant ( $p < 0.001$ ). Consistent with the original factor structure of the BASES, four factors had eigenvalues greater than one (8.72, 7.02, 1.36, and 1.20). These four factors accounted for 76.22 percent of total variance. All items were loaded on their corresponding subscale ( $0.943 > \text{loadings} > 0.484$ ). Expectedly, items measuring authentic pride and hubristic pride showed cross-loadings due to conceptual similarity of the constructs. For shame, guilt, authentic pride, and hubristic pride, the alpha coefficients were 0.90, 0.91, 0.95, and 0.96, respectively.

**DISCUSSION:** the present findings provide strong support for the 4-factor structure of BASES in a community sample from Iran. Moreover, all subscales were internally consistent. Therefore, the Persian version of the BASES may be used to advance body image and self-conscious emotion research as a previously under-recognized topic in Iran.

**Mohammad Atari, Mohammad Ali Besharat**, University of Tehran, Iran

### **Personality correlates of considering cosmetic surgery among women.**

**BACKGROUND:** Research suggests that women are significantly more interested in cosmetic surgery. There is also evidence that age and considering cosmetic surgery are positively associated. Moreover, among Big Five personality domains, openness has a significant negative relationship with interest in cosmetic surgery. The present study aimed to examine the relationship between Big Five personality domains (Openness, Conscientiousness, Extraversion, Agreeableness, and Emotional Stability) and considering cosmetic surgery among women.

**METHOD:** stratified random sampling was used to select 300 women in college settings. Ten-Item Personality Inventory (TIPI) and Consider subscale of Acceptance of Cosmetic Surgery Scale (ACSS) along with several other measures and demographic details were completed by all participants. Pearson correlation coefficients were computed to evaluate the relationship between age, Body Mass Index (BMI), education, personality, and considering cosmetic surgery. A regression analysis was also performed to predict the interest in cosmetic surgery.

**FINDINGS:** Considering cosmetic surgery was negatively correlated with Extraversion ( $r = -0.133$ ,  $p < 0.05$ ) and Openness ( $r = -0.117$ ,  $p < 0.05$ ). Education was also negatively correlated with considering cosmetic surgery ( $r = -0.173$ ,  $p < 0.01$ ). Interestingly, age was inversely associated with considering cosmetic surgery ( $r = -0.140$ ,  $p < 0.05$ ). A hierarchical multiple regression analysis with two blocks predicted considering cosmetic surgery among Iranian women ( $F(8, 278) = 2.58$ ,  $p < 0.05$ ;  $R^2 = 0.069$ ).

**DISCUSSION:** the present findings are partly in line with previous research (i.e. openness and education are negatively associated with interest in cosmetic surgery) and partly contradicts previous findings. The current research was performed in a non-Western population and may represent a moderating role of ethnicity/culture in the relationship between personality and individual differences and cosmetic surgery. Clinical implications of the findings should be taken into account in plastic surgery practice.

**Mohammad Atari, Razieh Chegini**, Alzahra University of Tehran, Iran

### **The link between interest in rhinoplasty and physical appearance comparisons among rhinoplasty patients.**

**BACKGROUND:** Research suggests that those who apply for cosmetic surgeries may show body image disturbance. Most of the studies, However, rely on measurement of negative body image among patients. The present study aimed to investigate associations between interest in aesthetic rhinoplasty with two body appreciation as an indicator of positive body image and physical appearance comparison.

**METHOD:** A consecutive sample of 70 patients who applied for aesthetic rhinoplasty filled a set of questionnaires. Patients ranged in age between 16 and 45. Measures included Interest in Aesthetic Rhinoplasty Scale (IARS), Body Appreciation Scale (BAS), and Physical Appearance Comparison Scale-Revised (PACS-R). Instruments included 8, 13, 11 items respectively. The study was correlational and statistical analysis was performed using SPSS.

**FINDINGS:** The Pearson correlation coefficient between interest in aesthetic rhinoplasty and body appreciation was  $-0.272$  ( $P < 0.05$ ). Moreover, The correlation coefficient between interest in the surgery and physical appearance comparisons was  $0.267$  ( $P < 0.05$ ). Cronbach's alpha of the IARS, BAS, and PACS-R were 0.086, 0.90, and 0.96 respectively.

**DISCUSSION:** This study was a preliminary research in order to explore the associations between positive body image and social appearance-related comparison with interest in rhinoplasty among patients. Findings were consistent with the notion that more frequent physical appearance comparison is significantly associated with higher interest in rhinoplasty. Positive body image was also negatively significantly correlated with IARS. Results of the current study may be used in understanding complex social and individual processes which increase interest in rhinoplasty.

**Melissa J Atkinson, Phillippa C Diedrichs**, University of the West of England, United Kingdom

### **Brief intervention strategies for increasing resilience to the adverse effects of thin-ideal media exposure on body image and eating disorder risk factors.**

**BACKGROUND:** Media images that promote an unrealistic thin appearance ideal have a well-established negative effect on body satisfaction and other risk factors for eating disorders, warranting intervention. Traditionally, interventions have focused on evaluation of negative risk factors and thus have neglected a parallel goal of assessing protective factors that may promote a resilient body image. This study assessed whether brief training and practice of a cognitive technique for responding to appearance ideal media could result in resilience through 1) promoting positive body image and body-related psychological flexibility, and 2) buffering against the effects of later media exposure.

**METHOD:** Undergraduate women ( $N = 202$ ,  $M_{age} = 19.90$ ,  $SD = 2.75$ ;  $M_{bmi} = 22.22$ ,  $SD = 3.84$ ) completed a set of baseline trait measures (Aim 1) and state visual analogue scales (Aim 2) assessing risk and protective factors for body image. Participants were then randomly allocated to watch a 15-min training video based on one of two intervention strategies (mindfulness or cognitive dissonance) or a documentary excerpt on the media and body image (educational control). One week after the training, participants completed a second set of the measures, then viewed 10 appearance-ideal media advertisements and answered questions about their attractiveness and effectiveness, ostensibly for a separate study, before completing a final set of the state measures.

**FINDINGS:** Regarding Aim 1, after 1 week participants in both mindfulness and dissonance conditions reported higher body appreciation ( $d = .46$  and  $d = .52$ , respectively), and lower internalisation ( $d = .45$  and  $d = .46$ , respectively) compared to control. Following the media exposure exercise (Aim 2), mindfulness and dissonance participants reported higher state weight satisfaction ( $d = .42$  and  $d = .48$ , respectively), and lower appearance internalisation ( $d = .48$  and  $d = .49$ , respectively) and perceived pressures ( $d = .53$  and  $d = .53$ , respectively) compared to control.

**DISCUSSION:** These findings indicate that brief portable body image and eating disorder prevention interventions using both mindfulness and cognitive dissonance have the potential to produce resilience to the negative effects of idealised media images and aid in reducing serious body image concerns and eating disorders. Future research is necessary to assess the potential for longer-term resilience.

**Emma L Barnard, Marilys Guillemin, Lynn Gillam, Sonia Grover**, The University of Melbourne, Australia



## How do young women who present to the clinic, understand and make decisions about female genital cosmetic surgery?

**BACKGROUND:** Female genital cosmetic surgery (FGCS) is a relatively new phenomenon in contemporary medicine. In Australia, Medicare data indicates that 48% of labio/vulvoplasty procedures are performed on women <35 years, with 22.7% performed on females aged 5-25. Importantly, professional associations of obstetrics and gynaecology (Australia, US, UK, Canada) do not endorse FGCS. However, adolescent girls and young women are increasingly seeking labio/vulvoplasty procedures. Existing research on FGCS is largely limited to cross-sectional, quantitative research in convenience samples of adult women. Given these limitations, this study utilises a qualitative approach to examine how adolescent girls and young women understand and make decisions about FGCS and seeks to address the gap in the scholarly literature as to how FGCS is conceptualised and experienced by this group.

**METHOD:** In-depth interviews are currently being conducted with a retrospective and prospective cohort of adolescent girls and young women (aged 13 – 30) who have sought consultation with a gynaecologist at the Paediatric and Adolescent Gynaecology (PAG) service at The Royal Children's Hospital (Melbourne, Australia) for genital appearance concerns and/or requested FGCS. Participants in the prospective cohort are interviewed both pre- and post-appointment with the gynaecologist. Some mothers of the prospective participants will also be interviewed.

**FINDINGS:** Thematic analysis is being applied to interview data to elicit information not attainable from self-report measures or clinical encounters. In-depth interviews with a clinical sample of adolescents and young women who seek FGCS are being conducted to ascertain their understandings and processes of decision-making with regard to FGCS. The social and cultural context of FGCS in adolescents and young women discussed alongside major themes derived from these interviews.

**DISCUSSION:** Given that body image issues, appearance concerns, and identity formation become salient during young adolescence, it is critical that young women's and adolescents' understandings of and motivations for seeking FGCS are examined in an age-appropriate clinical sample. Due to the paucity of research on this topic, this project will make a foundational contribution to research in this area of adolescent health. Findings will be relevant to adolescent girls and young women, parents, and clinical practice.

**Mohammad Ali Besharat, Mohammad Atari**, University of Tehran, Iran

## Reliability and validity of a Farsi version of the sociocultural attitude towards Appearance Questionnaire-4 (SATAQ-4).

**BACKGROUND:** In past few decades, the role of appearance-related ideals and their pathological consequences such as eating disorders have received considerable research attention. Development and validation of Sociocultural Attitudes Towards Appearance Questionnaire-4 (SATAQ-4; Schaefer et al., 2015) aimed to revise its predecessor. Thus far, SATAQ-4 has been translated into Italian and Spanish. The present study aimed to translate SATAQ-4 into Farsi and provide evidence for reliability and validity in Iran.

**METHOD:** Following the standard back-translation technique, SATAQ-4 was translated into Persian. A sample of 1093 Iranian students (568 males, 525 females) was recruited from seven major universities in Tehran, Iran. Participants completed the SATAQ-4 and set of concurrent instruments including Body Appreciation Scale2 (BAS-2), Rosenberg Self-Esteem Scale (RSES), and Satisfaction With Life Scale (SWLS). A promax-rotated Exploratory Factor Analysis (EFA) was performed to examine the factor structure of SATAQ-4. Moreover, internal consistency of each subscale was examined using Cronbach's alpha.

**FINDINGS:** KMO measure of sampling adequacy was 0.78 and Bartlett's test was significant ( $p < 0.001$ ). Five eigenvalues were greater than one (7.61, 4.13, 2.19, 1.42, and 1.01) which cumulatively explained 74.40 percent of the total variance. Scree plot also suggested a five-factor structure. All items were adequately loaded on their corresponding subscale (loadings  $> .40$ ). Five subscales were named according to the original subscales: Internalization-thin ( $\alpha = .81$ ), internalization-muscular ( $\alpha = .88$ ), pressure-family ( $\alpha = .79$ ), pressure-peers ( $\alpha = .86$ ), and pressure-me-

dia ( $\alpha = .95$ ). Finally, all subscales of SATAQ-4 were negatively correlated with body appreciation, self-esteem, and life satisfaction ( $p < .01$ ) while positively correlated with BMI ( $p < .05$ ).

**CONCLUSION:** Findings of the present study strongly supported the psychometric properties of SATAQ-4 in Iran. Therefore, it may be used as a psychometrically sound measure for assessment of perceived pressure for thinness from family, peers, and media; and thin and muscular internalization in clinical and research settings in Iran. Keywords: body image, internalization, sociocultural pressure, validity, reliability, Iran

**Mohammad Ali Besharat, Mohammad Atari**, University of Tehran, Iran

### **Social comparisons and interest in rhinoplasty: The mediating role of body appreciation.**

**BACKGROUND:** Body appreciation has received a considerable attention from researchers in body image literature in the last decade. On the other hand, appearance-related social comparisons have also been central to research on body image disturbances such as non-realistic and excessive interest in undergoing cosmetic surgery. The present study hypothesized that body appreciation would mediate the relationship between physical appearance comparisons and interest in rhinoplasty as one of the most commonly performed cosmetic procedures.

**METHOD:** a total of 208 participants were recruited using convenience sampling method. Body Appreciation Scale (BAS), Physical Appearance Comparison Scale-Revised (PACS-R), and Interest in Aesthetic Rhinoplasty Scale (IARS) were completed by all participants. Linear regressions and Sobel's Z were used to test the mediation.

**FINDINGS:** statistical analyses suggested that body appreciation partially mediated the relationship between physical appearance comparisons and interest in rhinoplasty ( $Z = 3.13, p < .01$ ). Interest in rhinoplasty was positively associated with physical appearance comparisons ( $p < .01$ ) and negatively associated with body appreciation ( $p < .01$ ).

**CONCLUSIONS:** findings of the present study supported the mediating role of body appreciation in the relationship between appearance-related social comparisons and interest in rhinoplasty. Findings also highlight the notion that high frequency of comparison in social settings would lead to lowered body appreciation. Then, those with lowered body appreciation may want to apply for a cosmetic surgery to boost their body esteem and positive body image.

**A Bhatti, J M Brooks**, University of Huddersfield; **A M Rodriguez**, University of Leeds

### **The lived experiences of relatives of young people who have alopecia.**

**BACKGROUND:** Alopecia areata is a dermatological disorder in which individuals lose some or all of their hair. In the UK, alopecia affects 1.7% of the population, along with 2,300 new cases of cancer in young people each year who could be at risk of losing hair. There is limited research on young people (aged 10-19) with alopecia generally, and the experiences of close relatives. Studies that have included experiences of alopecia have been focused on wider body image concerns rather than investigating alopecia as an independent measure/phenomenon. The aim of this research is to explore alopecia related experiences from the perspectives of close relatives.

**METHOD:** An interpretive phenomenological design informed data collection method and analysis. Fifteen participants (parents, grandparents, siblings of young people with alopecia) were emailed one interview question a week over six weeks. Additional personal 'probe' questions (based on participants' initial responses) were also used.

**RESULTS:** Email interviews were very successful in eliciting in-depth participant responses. Preliminary analysis has uncovered themes which highlight the impact that alopecia has had on relatives. Participants were acutely aware of the impact of alopecia on their young relative, and reported distress, isolation and anxiety when they felt themselves unable to provide effective support and comfort.

**DISCUSSION:** Findings provide an understanding of what it is like to be a relative of a young person with alopecia. To date no study has specifically focused on relatives' experiences using an interpretive phenomenological design and email interviews. The study findings provide insights for

the design of prospective supportive interventions.

**Marie-Eve Blackburn, Julie Auclair**, Collège de Jonquière, Canada; **Jacinthe Dion**, Université du Québec à Chicoutimi, Canada; **Isabelle Lessard**, Collège Marie-Victorin, Canada; **Jocelyn Bellemare**, Université du Québec à Montréal, Canada; **Lucie Lapalme**, Collège Marie-Victorin, Canada

### **Body dissatisfaction and self-esteem: Perception vs reality.**

**BACKGROUND:** Many studies have explored the relationship between self-esteem and body dissatisfaction but few have taken into account anthropometric data. Also, 3D scanners allow us to compare the perception of subjects with the actual 3D image. The purpose of this research is to clarify the relationship between subjects' perception of their actual and ideal body image and level of self-esteem. Also, the influence of media as a moderating factor will be considered.

**METHOD:** All participants will undergo a 3D scan, complete an online questionnaire, and have their weight and height measured. More particularly, the online questionnaire included rating scales evaluating global self-esteem, body esteem, media influence and body dissatisfaction. This latter scale required participants to select one of 5 body form (A, V, H, X, and O) and one of 7 different gender images ranging from thin to overweight. The study sample included 422 young adults (18-35 years) recruited in shopping malls in the province of Québec (Canada) in the 2015 summer. All analyses were conducted separately for men and women. Logistic regressions were performed to identify factors associated with self-esteem.

**FINDINGS:** Preliminary regression analyses revealed a strong relationship between self-esteem and various measures of body dissatisfaction. These associations are valid for both men and women. For example, greater dissatisfaction with the body and a larger sensibility of media influence are associated with lower levels of self-esteem. Body image obtained with the 3D scan will be incorporated into regression analyzes through further analysis. But preliminary analyzes seem to conclude that the variables of perception about body have more influence on self-esteem than the personal anthropometric data.

**DISCUSSION:** These results are significant since they should result in practical implication in the fashion world and by the awareness message about body dissatisfaction.

**Lynda G Boothroyd, Jean-Luc Jucker**, Durham University, United Kingdom; **Tracey Thornborrow, Martin Tovee**, University of Newcastle, United Kingdom

### **Visual culture supercedes nutritional ecology as a predictor of body weight ideals in a media-naive population.**

**BACKGROUND:** Previous research has shown that television consumption and the media can influence body size ideals and increase body dissatisfaction in both Western and non-Western samples. Other research, however, has highlighted the potential impacts of nutritional stress on body weight preferences, with authors proposing that humans adaptively favour larger bodies in conditions of poor nutrition. Given that media access and nutritional stress are typically inversely correlated, separating these two effects can be challenging.

**METHOD:** Here, one hundred and twelve participants (61 males, 51 females) were recruited from three Garifuna communities in rural Nicaragua that differed in terms of television exposure and nutritional stress, such that the contribution of both factors could be revealed. Participants completed a female figure preference task, reported how many hours of television they had watched in the last seven days, and responded to several measures which assessed their nutritional status and seasonal risk of food scarcity.

**RESULTS:** As expected, comparisons between groups showed that communities with high television consumption and low nutritional stress preferred thinner bodies than communities with low television consumption and/or high nutritional stress. Regression analyses were used to determine which of television consumption or nutritional stress could account for these differences, and found television consumption to be the strongest predictor of body size preference variation across locations, even when controlling for other variables such as socio-economic status.

**DISCUSSION:** These results demonstrate for the first time that the influence of television supersedes that of nutritional status and other important confounding variables, and provide further evidence that media consumption influences body ideals, including in Non-Western populations.

**Aleksandra Budzisz, Monika Nawrocka,** The Jerzy Kukuczka Academy of Physical Education in Katowice, Poland

### **Factors differentiating body esteem among professional and non-professional athletes in various age.**

**BACKGROUND:** This article takes into consideration the issue of body image among people in various age and participating in heterogeneous physical activity. The aim of the research was to specify the factors, which significantly differentiate body self-esteem.

**METHOD:** The study was conducted on a group of professional athletes [ $n=138$  track and field athletes and swimmers] as well as amateurs of recreational physical activity [ $n=215$  (fitness club users and yogi)]. Subjects completed questionnaires. The research method was BES – Body Esteem Scale, devised by Franzoi and Shields.

**FINDINGS:** The results were analysed with taken into account gender division (according to BES). The significant differences in body image occurred among women and men in regard of various factors. In group of women, appraisal of sexual attractiveness significantly differentiated age ( $p<0,01$  [ $H(2, n=212) = 15,41$ ] – the highest estimation occurred between women in age 18-38 years old, and the lowest in group of women under age of 18. Different results appeared in the male group - the significant differences occurred among body strength and the status of being professional athlete, or an amateur ( $p<0,04$  [ $H(1, n=141) = 3,91$ ]), better results were noticed in group of professional athletes. In the male group the second significant factor differentiating the results was physical condition in the various sport disciplines. The highest rates on physical condition concerned track and field athletes, and the lowest values appeared among yogi practitioners ( $p<0,04$  [ $H(4, n=141) = 8,41$ ])

**DISCUSSION:** In group of women, the most significant factor of body image occurred as sexual attractiveness; among females under or above 18 years old, the age variable significantly differentiated body satisfaction. Such results, may refer to the evolution, according to which 18 years old is the age of encroaching the adulthood, which begins those part of life. In group of men, significant differences referred to aspects of body related to its functions, such as body strength and physical condition – which significantly differentiated the level of body esteem in view of the level of sport competition and taken physical activity. This findings seems to confirm the self-objectification theory, according to which body self-esteem relates to different factors through the gender. In those theory women do perceive themselves as sexual objects, while men evaluates their body according to fulfilled function.

**Razieh Chegini,** Alzahra University, Iran; **Mohammad Atari,** University of Tehran, Iran

### **Body appreciation moderates the relationship between the dark triad of personality and consideration of cosmetic surgery.**

**BACKGROUND:** The Dark Triad traits (Narcissism, Machiavellianism, and Psychopathy) are inter-related and share several pathological features in common. People with these traits are known to be successful at physically attracting people during first impression-making. There has been no empirical study to examine the relationship between these traits and consideration of cosmetic surgery. Since body appreciation has proved to have a protective role towards media-induced pathological body image, the present study aimed to investigate the moderating effect of body appreciation in the relationship between the Dark Triad of personality and considering cosmetic surgery.

**METHOD:** A total of 222 adults (120 males, 96 females, and 6 missing) were recruited from universities in Tehran, Iran, using convenience sampling strategy. The participants aged between 18 and 37 years ( $M = 24.59$ ,  $SD = 4.16$ ). A set of measures consisting of Body Appreciation Scale-2 (BAS-2), Short Dark Triad (SD3), and Consider subscale of Acceptance of Cosmetic Surgery Scale

(ACSS) were distributed in a randomized order. Instruments included 10, 27, and 5 items and alpha coefficients were 0.91, 0.70, and 0.91, respectively. In the present study the total score of SD3 was included in the moderation analysis.

**FINDINGS:** The DT was significantly associated with consideration of cosmetic surgery ( $r=0.179$ ;  $p<0.05$ ). The correlation coefficients between Machiavellianism, narcissism, psychopathy, and considering cosmetic surgery were 0.116, 0.112, and 0.119, respectively. Yet, the Pearson correlation coefficient between the DT and BAS-2 was not statistically significant ( $r=0.103$ ;  $p>0.05$ ). The analysis suggested that body appreciation significantly moderates the relationship between the DT and considering cosmetic surgery ( $p<0.05$ ). Visual investigation of the plots suggested that the direct relationship between the DT and conspiring cosmetic surgery is weaker when one reports higher levels of positive body image.

**DISCUSSION:** The present study illustrated that body appreciation has a moderating role in the relationship between the Dark Triad of personality and consideration of cosmetic surgery. That is, among those who report lower levels of body appreciation, the association between the Dark Triad and interest in cosmetic surgery is stronger. These findings are consistent with the notion that body appreciation may serve as a protective factor against pathological aspects of body image.

**Razieh Chegini**, Alzahra University, Iran; **Mohammad Atari**, University of Tehran, Iran

### **Dark personalities and bright body image: The associations between the dark triad of personality, body appreciation and self-perceived attractiveness.**

**BACKGROUND:** Dark personalities have attracted much attention in the past two decades. Dark Triad is a constellation of three distinct but related socially aversive personality traits; Narcissism, Machiavellianism, and Psychopathy. To our knowledge, there has been no study to show how much people with these traits appreciate the positive features of their physical appearance and how much they believe they are attractive. The present study aimed to examine the relationship between the dark triad of personality, body appreciation and self-perceived attractiveness.

**METHOD:** A total of 222 participants (120 males, 96 females, and 6 missing) were recruited from universities in Tehran, Iran, using convenience sampling method. Participants' age ranged between 18 and 37 years ( $M = 24.59$ ,  $SD = 4.16$ ). All participants completed the 27-item Short Dark Triad (SD3) scale, the 10-item Body Appreciation Scale-2 (BAS-2), and a single item scale measuring Self-Perceived Attractiveness (SPA).

**FINDINGS:** The Dark Triad and body appreciation were not significantly correlated ( $r = 0.103$ ;  $p>0.05$ ). Also, the Pearson correlation coefficients between narcissism, Machiavellianism, psychopathy, and body appreciation were 0.280 ( $P<0.01$ ), -0.019 ( $p>0.05$ ), and -0.036 ( $p>0.05$ ), respectively. Correlation coefficient between the Dark Triad and SPA was not statistically significant ( $r = 0.144$ ;  $p>0.05$ ). The bivariate correlation coefficients between narcissism, Machiavellianism, psychopathy, and SPA were 0.300 ( $P<0.01$ ), 0.000 ( $p>0.05$ ), and 0.063 ( $p>0.05$ ), respectively. Narcissism was the only Dark Triad's component which was correlated with SPA significantly.

**DISCUSSION:** This exploratory study aimed to investigate the association between dark traits of personality, positive body image and self-perceived attractiveness. Of the three aspects of Dark Triad, only narcissism can significantly predict both self-perceived attractiveness and body appreciation, although, the Dark Triad components are hypothesized to be conceptually close to each other. These findings suggest that along with three personalities of Dark Triad, people with narcissistic personalities appreciate the positive features of their appearance the most. This is consistent with previous findings which showed that narcissistic individuals have more positive body image and self-esteem.

**Elaine Clarke**, **Andrew Thompson**, **Paul Norman**, The University of Sheffield, United Kingdom

### **Disgust, self-compassion, and depression in people with visible skin conditions.**

**BACKGROUND:** People living with skin conditions have been found to report elevated levels of depression. Disgust has been proposed to be an important contributing factor in depression and may be particularly relevant for people with visible skin conditions, as broken skin has been pro-

posed to be a disgust elicitor. Three different disgust traits have previously been identified: disgust propensity (tendency to experience disgust), disgust sensitivity (experiencing disgust as unpleasant), and self-focused/ruminative disgust (negatively appraising oneself in response to feeling disgusted). Research indicates that depression involves an imbalance between different emotion regulation systems; the relative over-activation of the threat/protection system and under-activation of the soothing/contentment system. Each of the disgust traits is expected to activate the threat/protection system and therefore be positively associated with depression. Conversely, self-compassion (sensitivity to one's distress and motivation to alleviate it) is expected to activate the soothing/contentment system and therefore be negatively associated with depression. This study sought to investigate the associations between disgust traits, self-compassion, and depression in people with visible skin conditions.

**METHOD:** Dermatological outpatients (N = 154) completed measures of disgust traits (Disgust Propensity and Sensitivity Scale- Revised; DPSS-12), self-compassion (Self-Compassion Scale; SCS), and depression (Depression Anxiety Stress Scale; DASS-21).

**FINDINGS:** The data indicated that 45% of participants were experiencing clinically significant symptoms of depression. Disgust propensity, disgust sensitivity, and self-focused/ruminative disgust were all significantly positively correlated with depression ( $r = .44, .38, \text{ and } .49$  respectively,  $ps < .001$ ), while self-compassion was significantly negatively correlated with depression ( $r = -.47, p < .001$ ).

**DISCUSSION:** Although many people with skin conditions cope well, it is common for dermatological outpatients to experience symptoms of depression. This study found that depression is positively associated with individual differences in disgust traits, but that self-compassion may act as a protective factor. Dermatological patients may benefit from screening for depression, and psychological treatment for depression in this population may be enhanced by exploration of disgust and self-compassion traits.

**Ieuan A Cranswick, David Tod, Dave Richardson, Martin Littlewood,** Liverpool John Moores University, United Kingdom

### **The injury response and its threat to muscularity: A qualitative interview study.**

**BACKGROUND:** The existing literature lacks in-depth qualitative insight into the development and influence of drive for muscularity (DFM) on behaviour, and specifically the injury response. Body image concerns form part of the injury appraisal process (Mann et al., 2007). Existing studies offer cross-sectional and scattered insight into DFM and injury experiences of life separately but few thoroughly explore the influence of DFM on the injury response (Sparkes and Smith, 2002). The current study uses an in-depth, life-history approach to explore injury experiences of athletes and non-athletes' and the influence of muscularity self-perceptions.

**METHOD:** Unstructured life history interviews were conducted with 10 male fully rehabilitated participants (5 athletes, and 5 non-athletes) using a life-history timeline to reflect on important and influential experiences that impacted their lives, and their behaviour and response to severe injury. Content and structural narrative analyses were applied where key features, experiences, and influences were coded and categorised to identify narrative plots.

**FINDINGS:** The men constructed identities based on beliefs of masculinity adopted from key male figures in their life. The chosen social fields introduced and validated muscularity, further shaping beliefs through social comparisons, masculine capital, and social rewards. The responses to injury followed three narrative genres; reformulation, reliance, and failed-reformulation. Some participants reformulated masculinity and successfully completed rehabilitation, whereas others disregarded or failed rehabilitation through reliance upon muscle for their masculine capital. Medical clarity and support, and social ridicule and emasculating comments about injury and masculinity strongly influenced the injury response.

**DISCUSSION:** The current findings contextualise the importance of muscularity and masculinity, and their influence on behaviour during rehabilitation. Insight into the role of social comparisons, capital, and rewards in the development of DFM and masculinity, and injury appraisal and response is identified. Considerations for injury rehabilitation are offered, highlighting that masculinity and muscularity may be important parts of the injury appraisal process, with medical clarity



and support, and social ridicule being influential in the injury response.

**Nova Deighton-Smith**, Leeds Beckett University, United Kingdom; **Beth Bell**, York St. John University, United Kingdom

### **Objectifying fitness: A thematic analysis of #fitspiration images on social media.**

**BACKGROUND:** To date, over 6 million images have been posted on Instagram using the hashtag #fitspiration; images and mantras designed to inspire “fitness” in others. Research suggests exposure to this content can result in body dissatisfaction and disordered eating, however little is known about the messages embedded within fitspiration posts. This study follows on from a previous content analysis of fitspiration images presented at Appearance Matters 6.

**METHOD:** Using the hashtag, 1000 of the most-recently posted #fitspiration posts were searched for and downloaded from Instagram; 400 posts contained text. Following a process of text-screening, 383 posts formed the data set. A thematic analysis was then conducted to rigorously examine fitness, health, and appearance-related messages typically conveyed under this hashtag.

**FINDINGS:** Six themes were generated: (1) ‘Fit is sexy’, (2) ‘A “fit” physique requires commitment and self-regulation’, (3) ‘Your choices define you’, (4) ‘Pleasure and perseverance through pain’, (5) ‘You vs You’, and (6) ‘Here’s to us! A celebration of a community’. Themes 1, 4, and 6 are discussed in this paper. In theme 1, exercise was presented as a means to creating a sexually attractive body and a “fit” body was explicitly constructed as something to be desired. In theme 4, pain was conceptualised as a source of motivation and the experience of exercise without pain was positioned as worthless. Pain was not only accepted as part of the fitness journey, but to be embraced as a source of pleasure and satisfaction. In theme 6, #fitspiration messages were used to foster a sense of community to be used as a source of inspiration for others. Hostility from those who were not a part of the #fitspiration community was inevitable and to be expected.

**DISCUSSION:** An objectified, appearance-motivated focus is central to #fitspiration. The concentration of sexualised text acts as a continuous reminder that one’s body represents an object of desire. Accepting or embracing pain is a concept which directly contradicts with medical guidelines. Given that health content on social media is mostly unregulated and exaggerated, yet widely accessible, the authors raise two specific concerns: first, messages about physical activity conveyed under fitspiration have the potential to be harmful and second, messages persist in idolising unrealistic beauty ideals beyond that which most people can achieve healthily.

**Lois C Donnelly**, University of Kent, United Kingdom

### **I am a woman, not a traffic jam: The effect of street harassment, self-objectification and safety anxiety on perceived risk of rape.**

**BACKGROUND:** 90% of women will experience street harassment (sexual harassment in public places by strangers) at least once in their lives. This is a form of sexual objectification (being treated as merely a body for the use of others), and contributes to women’s fear of victimisation and anxiety about personal safety. Compared to men, women adopt more safety precautions, such as never walking alone at night. These self-imposed constraints are a form of covert social control which keeps women in an inferior position. Self-objectification also relates to safety anxiety, because if a woman is focussing on her appearance she is more likely to be aware of the potential for sexually-motivated bodily harm and will tend to focus on personal safety risks. This study examines the effects of street harassment, self-objectification and safety anxiety on perceived risk of rape.

**METHOD:** Seventy-seven female psychology undergraduate students completed an online questionnaire that included a number of scales: stranger harassment scale, self-surveillance scale, body shame scale, and physical safety anxiety scale. Participants also rated how likely they were to experience different crimes.

**FINDINGS:** Less severe street harassment (catcalls, sexual attention, sexual and sexist remarks) tends to occur fairly regularly, up to 81% of some participants in some categories. Street harassment and self-objectification both significantly positively correlated with safety anxiety.



Street harassment, self-objectification and safety anxiety all significantly correlated positively with perceived risk of rape. Street harassment and self-objectification significantly predicted perceived risk of rape, but safety anxiety was not a further independent predictor compared to the other two variables.

**DISCUSSION:** The more street harassment women experience, the more concerned they become about their safety, possibly because it reminds women that they are vulnerable to victimisation. As frequency of street harassment experiences or levels of self-objectification or safety anxiety increase, perceived risk of rape also increases, possibly because women feel they are seen by men as vulnerable sexual objects. The results suggest that street harassment and self-objectification create feelings of victimisation in women, where they see themselves as vulnerable, sexual objects, which increases their belief that they are likely to be victims of gendered crimes such as rape.

**Christian Edwards**, University of Worcester, United Kingdom; **David Tod**, Liverpool John Moores University, United Kingdom; **Gyozo Molnar**, University of Worcester, United Kingdom; **David Markland**, Bangor University, United Kingdom.

### **Predicting muscularity-related behavior, emotions, and cognitions in men: The role of psychological need thwarting, drive for muscularity, and mesomorphic internalization.**

**BACKGROUND:** The muscular ideal physique represents a standard many men internalize as being associated with social, physical, and psychological benefits. Both internalization and the drive for muscularity (DFM) predict appearance-related behaviors, cognitions, and emotions, including muscle dissatisfaction, and excessive weightlifting. These relationships are moderate in strength, however. Examining men's basic psychological needs may help improve the prediction of appearance-related behaviors, cognitions, and emotions in men. We examined the relationships internalization, need thwarting (NT) and drive for muscularity (DFM), along with their interactions, had with weightlifting, muscle dissatisfaction (MD), and muscle-related-worry (MRW).

**METHOD:** 552 men (MAGE = 20.5 years, SD = 3.1) completed measures of psychological need thwarting, mesomorphic internalization, drive for muscularity, muscle dissatisfaction, muscle related worry, and an inventory assessing weightlifting behavior.

**FINDINGS:** DFM significantly ( $p < .001$ ) predicted weightlifting ( $\beta = .33$ ), MRW ( $\beta = .58$ ), and MD ( $\beta = 6.6$ ). Internalization significantly ( $p < .002$ ) predicted weightlifting ( $\beta = .03$ ) and MRW ( $\beta = .05$ ). NT significantly ( $p < .05$ ) predicted weightlifting ( $\beta = -.02$ ) and MD ( $\beta = .05$ ), and its relationship with MRW approached significance ( $p = .05$ ). The interaction terms did not significantly predict weightlifting or MRW. The NT/DFM ( $\beta = .36$ ) and NT/Internalization ( $\beta = .01$ ) interaction terms significantly ( $p < .001$ ) predicted MD.

**DISCUSSION:** These results highlight the role of NT in predicting appearance variables in men and has applied value. Assistance or prevention strategies based on simple relationships between internalization, DFM, and outcomes may not be effective when muscularity-focused issues may be tied to basic human needs.

**Elizabeth H Evans**, Newcastle University, United Kingdom; **Lynda G Boothroyd**, Durham University, United Kingdom

### **How does perfectionism influence the sociocultural model of disordered eating? A cross-sectional study.**

**BACKGROUND:** The sociocultural model (e.g., Stice 1994) posits that thin ideal internalisation and perceived pressure to be thin increase the risk of bulimic symptom development via body dissatisfaction, dieting, and depression. The possibility that perfectionism influences associations within the model has not previously been examined, despite evidence linking perfectionism to many of the model's individual components. This study tested the hypothesis that socially-prescribed perfectionism (SPP) influences the sociocultural components (thin ideal internalisation and pressure to be thin) whilst self-oriented perfectionism (SOP) contributes to the intrapersonal components (body dissatisfaction, depression and dietary restraint).

**METHOD:** Women aged 18–63 years (N = 319), recruited via online advertisements and message boards, completed an online battery of measures of perfectionism, thin-ideal internalisation, perceived pressure to be thin, body dissatisfaction, dietary restraint, depression and bulimic symptoms. Participants self-reported their age. We tested the hypothesised associations using exploratory path analyses in which SOP and SPP were allowed to covary.

**FINDINGS:** The hypothesised model provided only a moderately good fit to the data. SPP predicted thin-ideal internalisation and pressure to be thin, and SOP predicted dietary restraint. Following modification, in the best fitting model (CFI=.999, TLI=.999,  $\chi^2=12.5$ ,  $p = .401$ ), SPP was also found to predict depression and body dissatisfaction.

**DISCUSSION:** Contrary to predictions, SPP influenced ostensibly intrapersonal components of the model as well as the sociocultural variables. In contrast, SOP only contributed to variance in dietary restraint. The perception that others hold unattainably high expectations of oneself (SPP) appears to contribute to numerous negative self-evaluative processes in bulimic symptom development, regardless of whether the standards themselves are explicitly tied to culturally-espoused beauty ideals. In contrast, high standards that explicitly originate with oneself and not others (SOP) appear to have a lesser role to play.

**Anna G Faustova**, Ryazan State Medical University, Russia

### **Self-attitude issues in people with visible differences who underwent reconstructive surgery.**

**BACKGROUND:** Acquired visible differences may cause body image disturbances, low self-esteem, mood disorders, or fears (Moss and Carr, 2004; Thompson and Kent, 2001). Social isolation, avoidance, poor self-confidence, or behavioral hyper-compensation are also frequently noticed (Kent, 2000; Rumsey and Harcourt, 2004). These difficulties enhance the motivation to undergo reconstructive surgery. During a short-term period, one's physical appearance goes through sequential changes, which could lead to the occurrence of intrapersonal issues. The concept of self-attitude is proper to demonstrate main changes in subjective well-being (Pantelev, 1991).

**METHOD:** The sample consisted of 50 patients with acquired visible differences located on a face, a neck, and an upper torso. Participants were recruited at the Ryazan Region General Hospital (Russia). Standardized measures. The Self-Attitude Questionnaire (Pantelev, S.). This 110-item scale measures nine scopes of self-attitude such as openness, self-confidence, self-leadership, reflected self, self-worth, self-affection, self-acceptance, proneness to conflict, and self-blame. The UCLA Loneliness Scale (Russell, D., Ferguson, M.), in Russian. The Multidimensional Scale of Perceived Social Support (Zimet, G.D., Dahlem, N.W., Zimet, S.G., Farley, G.K.), in Russian. The Body Image Quality of Life Inventory (Cash, T.F.), in Russian. The Situational Inventory of Body-Image Dysphoria (Cash, T.F.), in Russian.

**FINDINGS:** Nine scopes of self-attitude were measured twice before and after procedures of reconstructive surgery. Statistical comparison of these scores showed that self-confidence, reflected self, self-worth, and self-acceptance demonstrate the robust patterns to increase after surgical treatment. Such scopes as proneness to conflict and self-blame demonstrate the moderate tendencies to decrease after surgical treatment. Correlational analysis showed that all the scopes of self-attitude are interconnected with situational body-image dysphoria, body image quality of life, perceived loneliness, and perceived social support. These correlations vary before and after reconstructive surgery.

**DISCUSSION:** Relatively little is known about what happens to feelings toward oneself after undergoing reconstructive surgery. Discovered changes in self-attitude are perceived to be significant in the context of previous findings (Lefebvre and Munro, 1986; Pruzinsky and Edgerton, 1990; Crerand et al., 2006).

**Caroline J Gee**, Centre for Children's Burns and Trauma Research, Australia; **Peter Newcombe**, University of Queensland, Australia, **Jessica Maskell**, Centre for Children's Burns and Trauma Research, Lady Cilento Children's Hospital, Australia; **Heidi Williamson**, University of West England, United Kingdom; **Roy Kimble**, Centre for Children's Burns and Trauma Research, University of Queensland, Lady Cilento Children's Hospital, Australia

## **The impact of appearance change on Australian young people: YP Face IT, an online intervention to promote psychosocial adjustment to visible differences.**

**BACKGROUND:** Living with a condition that alters one's appearance can be challenging. Despite medical efforts to address aesthetic differences, many people have to adjust to permanent disfigurement. This can be particularly distressing for young people as physical attributes become key to one's sense of identity (Dacey and Kenny, 1994) and social comparison amongst peers' peaks during this time. Consequently, an altered appearance can contribute to enduring psychosocial difficulties (Rumsey and Harcourt, 2007). Currently, there is limited data on the psychosocial impact of living with an altered appearance for young people in Australian communities. There is also inadequate support for young people experiencing appearance-related distress, concerns and bullying. These are significant issues that need to be addressed.

**METHOD:** Utilising a mixed-methods design, this study will be an Australian first. Young people aged 12 to 17 years old with a range of appearance-altering conditions or injuries as well as health professionals, will be recruited from Australia's largest specialist paediatric hospital. Semi-structured interviews will explore appearance related psychosocial beliefs, attitudes and experiences of young people and health professionals. Themes will include the role and value attributed to appearance, responses to appearance change, preferences for support and treatment and management of psychosocial issues. A feasibility study will assess the acceptability of YP Face IT for young people living with visible differences among diverse Australian communities.

**FINDINGS:** Data collection is ongoing and preliminary findings will be forthcoming.

**DISCUSSION:** Findings from this study aim to promote a coordinated approach to appearance-related care and early screening of appearance distress for Australian young people. The data also aims to provide empirical evidence of the effectiveness of the YP Face IT online intervention within an Australian setting. Developed by the Centre for Appearance Research (UK) and Changing Faces (UK), YP Face IT is a seven-week online program specifically for 12 to 17 year olds. It teaches social and cognitive behavioural skills to young people with appearance-related distress to improve psychosocial adjustment.

**Jo Gilmartin, Joan Maclean**, University of Leeds, United Kingdom

## **Body image and quality of life among adults following body contouring surgery.**

**BACKGROUND:** Weight loss following bariatric surgery is associated with significant improvements in obesity related comorbidities, body satisfaction and psychosocial outcomes, at least in the short term. However, in the context of extreme weight loss, body image and appearance may worsen again because the 'excess' or 'loose' skin following weight loss can form an abdominal overhang. Body contouring surgery treats both the functional and challenge of extra skin with anticipated positive repercussions for body image and appearance. However, little collective evidence exists regarding the impact of body contouring on patients' self-image, appearance and quality of life (QoL).

**METHOD:** Using a JBI-MASTARI framework we performed a systematic review of quantitative studies examining quality of life outcomes. Data sources involved in the study include Cochrane Central, MEDLINE, Embase, Web of Science, PsychoINFO and CINAHL. Studies were assessed independently by two authors to provide inter-rater reliability. Studies were too heterogeneous for statistical meta-analysis, therefore the results are presented in a narrative form.

**RESULTS:** This review presents the findings from 9 studies, totalling in 480 participants. The age range of the participants was from 31 to 48 years and an average BMI before body contouring was 29.5kg/m<sup>2</sup>. The results have clearly shown the positive impact of body contouring on most QoL outcomes; especially in regard to those related to body-image/appearance, self-esteem, well-being, physical and social functioning. Nonetheless, the considerable surgical incision and severe scarring appeared to pose turbulent embodied experience for some participants influencing self-acceptance/appearance.

**DISCUSSION:** The body image data appeared to be 'central' to wellbeing as the postoperative scores were reporting shifts in perception permeating all area of body consciousness, appearance and self-esteem. However due to the cultural ideal of beauty and typology of bodies that may be

acceptable, some participants appeared to experience body distress, post-surgery. It is suggested that tailored body image acceptance programmes might be beneficial to this patient group.

**Silvana Greco**, Freie Universität Berlin, Germany; **Paolo Agostinelli, Rossano Bisciglia**, University of Florence, Italy; **Annamarie Callus, Joanne Cassar, Katya De Giovanni**, University of Malta, Malta; **Davide Dettore**, University of Florence, Italy; **Tali Heiman**, The Open University of Israel, Israel; **Cheryl Martens, Ana Mercedes Martínez**, Universidades de las Américas, Mexico; **Sigrid Michel**, Fachhochschule Dortmund for Applied Science and Arts, Germany; **Marceline Naudi**, University of Malta, Malta; **Dorit Olenik-Shemesh**, The Open University of Israel, Israel; **Jolanta Sondaite**, Mykala Romeris University, Lithuania

### **Body image, appearance and self-presentation in the workplace: Advantages and discrimination for embodied workers.**

**BACKGROUND:** This oral presentation will discuss the first results of a still ongoing qualitative interdisciplinary and cross-culture comparative research in six countries – Italy, Ecuador, Germany, Israel, , Lithuania and Malta –about the impact of the socially constructed body image, appearance and self- presentation on workers' careers in three different sectors: marketing of the private sector, higher education in public sector and social services. The research was conceived by Prof. Silvana Greco and implemented by members of "Cost-Action IS1210: Appearance matters". The research is based on a symbolic interactionism perspective. According to our conceptual frame, self-presentation is related to three factors which are intertwined: i) "physical body and body language" as they are shaped by cultural norms; ii) "body image and appearance" as they are influenced by different agents and multiple social interactions; iii) "organizational dress and look" (the dress habits shaped by the organizational culture).

**METHOD:** The research is based on 146 autobiographical narratives of male and female workers from 18-65 years-old in different sectors: 50 in Italy (higher education, marketing and social services) 7 in Lithuania (higher education); 24 in Israel (marketing); 30 in Ecuador (higher education); 20 in Germany (social services and marketing), and 17 in Malta (higher education). All interviews have been recorded and transcribed.

**FINDINGS:** i) Gender differences are widespread. More women than men seem to have a somehow problematic body image. Women in Italy, Malta, Israel show a higher awareness about their body image and seductive body appeal. ii) Age differences are relevant. Younger workers are more sensible to body image and appearance. iiii) Differences among the employment sectors are also evident. Body appearance seems to affect less the social sector. In the marketing sector, appearance plays quite a relevant role.

**DISCUSSION:** Discrimination related to body image and appearance is more evident among workers in the marketing sector, which is strongly profit-oriented. Higher education and social services, where a non-profit approach is usually evident, seem to be less affected by negative evaluation of body image. Cultural, geographical and gender-related influences are detectable and need further evaluation.

**Claire Hamlet, Heidi Williamson, Tim Moss, Jane Meyrick**, University of the West of England, United Kingdom

### **The effect of psychosocial versus surgical weight loss interventions on body image: A systematic review.**

**BACKGROUND:** Patients undergoing bariatric surgery lose around 25% of their body weight in the first year, significantly greater than 10% for those taking part in psychosocial interventions (Karlsson, 2007; Wadden-Thomas, 2005). Body image dissatisfaction is prevalent in the overweight and obese population and is cited as a key reason people seek weight loss treatment, yet little is known about the effects that weight loss interventions have on body image. The aim of this systematic review was to investigate the effect that psychosocial or surgical weight loss interventions have upon body image and whether this is related to the amount of weight loss.

**METHOD:** In August 2015 electronic databases were searched for studies that delivered a

psychosocial or surgical weight loss intervention and provided pre-post treatment data on body image and weight loss. Following multiple stages of the review, 21 studies were eligible for in depth evaluation and quality assessment (Surgical: 10, Psychosocial: 11). Calculation of Hedges g effect sizes representing the magnitude of pre-post intervention body image improvement were calculated. Findings were analysed using narrative synthesis.

**FINDINGS:** Results indicated that although surgical interventions were superior to psychosocial interventions for the amount of weight loss, they were comparable for improvements in body image, with all studies reporting improvements on at least one measure of body image at post-intervention follow-up. The relationship between weight loss and body image was unclear with some studies reporting that body image improvements were related to the amount of weight lost, whilst some psychosocial studies reporting improved body image in the absence of weight loss. Body image measures and methodological quality varied amongst studies and weakened the confidence in the effects reported.

**DISCUSSION:** The current review suggests that taking part in weight loss interventions can improve body image. This could be indicative of broader psychological benefits which raises the question as to whether weight loss treatments should be solely evaluated using physiological outcomes. Future research should establish whether improvements in body image are an outcome or a mediator of weight loss attempts. Furthermore, if weight loss is positively related to improvements in body image, then achieving consistency in body image measures across studies will be key to future research in the area.

**Jennifer Heath, Diana Harcourt, Heidi Williamson,** University of the West of England, United Kingdom

### **Peer support for parents of burn-injured children.**

**BACKGROUND:** Around 58,000 children attend UK A&E departments for treatment of burn injuries. Parents have a unique and integral role in their child's recovery; parental adjustment, emotional availability, family functioning and support have been consistently identified as factors influencing positive psychosocial adjustment, burn outcomes, rehabilitation and quality of life in burn-injured children. However parents also suffer psychologically and emotionally when their child is injured. How family members provide care and support amid their own and their child's reactions to the injury has rarely been studied and interventions to support family members are scarce. A prevailing theme of parents "feeling quite alone in striving to regain family wellbeing" has been identified. Peer support (PS) is recognised as an essential component of a supportive network for people facing adversity. Research suggests it offers more than family support; providing knowledge, reassurance, coping strategies, inspiration, encouragement and hope, also decreasing isolation. Yet, in practice, few UK burn services provide self-help or support groups for patients and no support specifically for parents of burn-injured children has been identified.

**METHOD:** This PhD will include 3 studies: 1) an inclusive scoping review of the psychosocial impact on parents when a child is burn-injured; 2) a mixed method study exploring the nature and extent of PS accessed by parents; and 3) use of the findings from studies 1 and 2 to inform the development of a PS intervention for parents of burn-injured children.

**FINDINGS:** Exploratory data from previous PS research uses small samples and requires confirmation. Further qualitative research, such as that proposed, is necessary to inform the development of useful and meaningful interventions. It would also be valuable to investigate efficient ways to quantitatively measure the efficacy of PS programs for annual reviews and commissioning.

**DISCUSSION:** Within the literature, evidence of the development of parental support is lacking and the importance and impact of peer influence for adults is under-researched. Involving PS in psychological rehabilitation may be an important addition to the medical burns team. Previous enquiry has found a dominant view of UK burns healthcare professionals that motivation to attend support groups is low in the adult burns population, however in the parent population the impetus to seek PS is felt to be higher.

**Tali Heiman, Dorit Olenik-Shemesh,** The Open University of Israel, Israel; **Vasiliki Gountsidou,** Aristotle University of Thessaloniki, Greece.

## A cross-cultural study in appearance perception among higher education students.

**BACKGROUND:** Human body occupied a key place in Greek art and sculpture. The general idea had been that a perfect and healthy mind lives in a perfect and healthy body, with Aphrodite of Mylos having the perfect analogies for a woman. In Israel there is a debate about the ideal look. Appearance perception and dissatisfaction have always been main issues in human lives especially under the influence of the media and fashion industries. In a study in the United Kingdom (Diedrichs, 2011) among 77,000 adults, 60% of them reported feeling ashamed of how they look, and 73% felt pressure from the media to have a perfect body.

**METHOD:** Body esteem refers to the positive or negative self-evaluation of one's body and physical appearance. The purpose of this comparative study was to examine the appearance perceptions among higher education students, as related to age and gender, between Greece and Israel, as both is Mediterranean countries with European culture. Within the current study, 111 Greek students (mean age: 21.86, SD = 3.01; female: 62.2%) and 280 Israeli students (mean age: 27.39, SD = 4.32; female: 68.8%) completed background characteristics (country, age, gender, study field, being in relationships, and academic year) and 10 items appearance perception questionnaire.

**FINDINGS:** Results of Anova's analyses revealed that significantly Greek students reported on a higher positive appearance perception and had a higher awareness to their appearance than Israeli students had. In addition, Greek boys scored higher positive appearance compare to girls. In order to predict the appearance perception, hierarchical regression was conducted, with the variables: country, age, and gender, entered to the model. The regression model was significant ( $F=11.93$ ,  $p < 0.00$ ,  $R^2=.085$ ,  $AdjR = .078$ ). Country (Greek) and gender (boys) predicted significant higher positive appearance perceptions. The same patterns were found for appearance awareness ( $F=20.36$ ,  $p < 0.00$ ,  $R^2=.14$ ,  $AdjR = .13$ ). No significant prediction was found for appearance satisfaction.

**DISCUSSION:** The findings contribute for better understanding the students' appearance perception in both countries. These results may suggest the necessity of developing intervention programs regarding appearance awareness from an early school age, especially for girls.

**Alice Hill**, Aston University, United Kingdom; **Helen Johnson**, University of Brighton, United Kingdom; **Megan Hurst**, Leeds Beckett University, United Kingdom

## "I don't bloat... It's a gift": Constructions of 'overweight' bodies in Bridesmaids.

**BACKGROUND:** The 2011 film "Bridesmaids" was widely hailed as revolutionary and is frequently referenced as a 'feminist film' (eg. The Guardian, 2011), due to its unconventional and non-stereotypical representations of women. However, this research examines the discourses that construct the 'overweight' body in "Bridesmaids", arguing that this film may contribute to weight stigma.

**METHOD:** This study employs discourse analysis with visual analytic elements to examine the discourses which construct the 'overweight' body within Bridesmaids. We adopt a Foucauldian, feminist perspective, focusing on how the intersection of gender and 'overweight' status affect experiences of oppression.

**FINDINGS:** Three discourses surrounding the construction of weight are identified within Bridesmaids: the 'overweight' body as an object of ridicule, 'overweight' bodies as distinctly unfeminine, and the association between 'overweight' bodies and excess. Discussed in relation to theory of constructions of weight and weight discourse as an oppressive tool, the narratives throughout "Bridesmaids" are considered in relation to their broader context throughout society.

**DISCUSSION:** We conclude that the representations of the overweight body in Bridesmaids are not revolutionary: the film's representation of 'overweight' women is largely consistent with a widespread social discourse which stigmatises 'overweight' individuals, particularly 'overweight' women. Our findings highlight intersections between weight and gender in society, and highlight the pervasiveness of weight stigma.

**Fiona Holland**, University of Derby, United Kingdom; **Karin Peterson**, University of North Carolina, USA; **Stephanie Archer**, Imperial College London, United Kingdom



## **Thresholds of size: A phenomenological analysis of early messages about food, appearance, movement and health in non-dieting, middle-aged women who live healthily in bodies above the 'ideal' body mass index.**

**BACKGROUND:** Qualitative research with women defined as being 'overweight' or 'obese' that has not focused on weight loss experiences has been rare in traditional psychology and health literature. More recently, fat studies, critical psychology and sociology researchers have explored many of the long-held beliefs about fatness, health and weight. Additionally, studies in positively-framed body satisfaction are emerging with more research in this field being recommended. In practice, non-weight based approaches to lifestyle change are developing e.g. Health at Every Size™. We explored how middle-aged women who live in 'larger' bodies found ways to live healthily and cultivate body acceptance. This presentation highlights one theme from a larger study and discusses the messages the women received in childhood and adolescence from family, friends, peers and community members, particularly as they reached a size that began to concern those around them. The study provides a phenomenologically sensitive interpretation of the actualities of women's lives that articulates how stigmas of fatness and pressures to diet are initiated in childhood.

**METHOD:** Semi-structured interviews were conducted with four women aged 40-56 who reported being overweight or obese on the BMI charts. They had no metabolic disease, self-described as having positive body image, were active and not dieting. Transcripts were analysed using interpretative phenomenological analysis (IPA).

**FINDINGS:** The main theme, 'thresholds of size' and the three subthemes 1) familial modelling, 2) overt commentary, and 3) action and surveillance will be presented. The women's experiences within their family cultures and in their immediate social contexts will be discussed, and their own words used to highlight their lived experiences.

**DISCUSSION:** The women, as they reflected on their childhood and teenage years, all experienced weight bias/stigma from both within and outside of their family. The findings add to existing literature as middle-aged women's experiences are explored. The data reveal resilient women who navigated pressure to lose weight in childhood, in some cases from extremely controlling mothers. The study shines a light of the complex nature of body size and weight in childhood and the cultural pressures faced by women in their younger years. It points to the importance of positive modelling of health behaviours and body children and adolescents by adults within and outside of the family.

**Carole Hunt, Gayle Brewer**, University of Central Lancashire, United Kingdom

## **A female perspective: Experiences of fashion, textiles, clothing and design.**

**BACKGROUND:** Carole Hunt (Art, Design, and Fashion) and Gayle Brewer (Psychology) at the University of Central Lancashire are currently investigating the extent to which female designers' personal experiences impact on the design process of women's clothing. The research is driven by theme rather than discipline, and focuses on a combination of clothing, textiles, visual appearance, gender and identity. Participants are final year Fashion Design students, who have had a year's experience in industry. There are two key themes. 1. Body image, appearance and dissatisfaction are positioned within debates on subjectivity and identity, and are associated with a range of negative consequences including anxiety and depression. The fashion industry is said to have created a toxic environment that increases the likelihood of eating disorders. There is little research into the experience of those, other than models, who work in the fashion industry. 2. How do social, cultural and symbolic experiences of clothing, beauty and the body, affect design practice and the finished garment?

**METHOD:** Participants complete a questionnaire identifying demographic status, professional training and experience of design. Semi-structured interviews are then conducted inviting participants to narrate and reflect on their experiences. Visual data is collected from participants' studio work. How are designers' social, cultural, and symbolic experiences of textiles, clothing and physical appearance conveyed and communicated through the fashion design visually, as well as through language?



**FINDINGS:** Four distinct themes are emerging: 1. Differences between the University studio, and being "out there" in industry: being judged on appearance has had a negative impact on self-image. 2. Social and cultural influences informing perceptions of women's physical appearance. Students sought to challenge stereotypes through their design work. 3. A dichotomy between negative self-image and customer, described as in her twenties, strong, confident, financially independent; a woman unafraid to stand out. 4. Clothing as shelter, a protection from value judgements. Clothing as a 'stylish fortress' is a common theme.

**DISCUSSION:** 1. Issues of health and well-being of fashion design students including physical appearance, disordered eating and weight related issues. 2. Social and cultural influences on gender identity. 3. Interdisciplinary and multidisciplinary research methods.

**Wibeche Ingskog**, Centre for Rare Disorders, Norway; **Elisabeth Daae**, Oslo University Hospital, Norway

### **Children living day by day with Ectodermal Dysplasia (ED).**

**BACKGROUND:** The Centre for Rare Disorders (CRD) in Norway is an interdisciplinary medical competence centre providing information, counselling, and support to people suffering from rare disorders, and their caregivers. Several of the disorders' challenges include living with a different appearance, such as in this case with Ectodermal Dysplasia (ED). ED is characterized by several main features such as: abnormal and missing teeth; fine, sparse or absent hair; dry, thin and scaly skin and problems with temperature regulation. In 2014 the centre came in contact with a four year old boy with ED, and his family. The caregivers and his parents required more information on how to ensure good follow-up for the boy. He had several challenges related to his diagnosis and he had also started to ask questions like: "Will I get teeth like the others?" and "When will my hair grow?"

**METHOD:** Research and clinical experience suggests three important perspectives regarding communicating with the caregivers and the family: 1. Caregivers should give information to parents, in order to enhance their understanding of the diagnosis and its challenges. 2. Caregivers and the parent should give the child a vocabulary that enables him/her to express feelings associated with living with a different appearance. 3. Caregivers should ensure that there is enough information regarding the type of help the child needs. These three main perspectives were implemented during the counselling.

**FINDINGS:** The counsellor experienced that following these three points ensured good guidance for follow-up of the boy. The family and caregivers were satisfied with counselling given.

**DISCUSSION:** For the last decades there has been increased focus on the importance of communication with children regarding their different appearance. Many caregivers find this difficult and contact the centre for advice and guidance. The centre's involvement in this case will be used to illustrate the importance of good communication with the caregivers, the child and his family.

**Philemon Iyagba**, Rivers State University Of Education, Nigeria

### **Physical appearance, self-concept and image and its influence on academic performance in Mathematics and English Language among senior secondary school students in Rivers State, Nigeria.**

The purpose of this study was to find out the influence of physical appearance, self-concept and image and its influence on the academic performance of senior secondary school students in Rivers state , Nigeria. The population of the study consisted of 42,624 SS11 students. The independent variables(physical appearance, self concept and image) was sub-divided into three, while the dependent variable academic performance was sub-divided into two and overall. To achieve the purpose of the study three null hypothesis were formulated and tested. The Ex-post facto research design was used. stratified random sampling technique was deployed to sample (800) SS11 students in 27 secondary schools. Data was collected using students opinion questionnaire and academic performance of students in Mathematics and English(SPME). A trial test gave a reliability estimate of .63-.94. The three hypotheses were tested at .05 alpha level using one-way

Analysis of variance (ANOVA) and Fishers's Least Significant Difference t-test where appropriate. The results obtained showed that physical appearance, self-concept and image significantly influence academic performance of students in Mathematics and English language. From the results, the researcher concluded physical appearance, self-concept and image does significantly influence academic performance. It is therefore necessary to improve physical skills features, appearance and body image of students to increase their physical sense of wellbeing and in turn improve their academic performance and these should be the core counselling activities of the school counsellors in Rivers state.

**Glen Jankowski**, Leeds Beckett University, United Kingdom

### **Appearance matters (but not as much as we think): The case against body image research.**

**BACKGROUND:** Body image is a popular topic of research within the social sciences. Advocacy in the form of petitions, protests and other campaigns accompany this (such as the recent subverted 'Beach Body Ready' Protein World adverts).

**METHOD:** This paper reviews recent research and advocacy on body image. This paper aims to consider what role a separate field of body image plays within a society that perpetuates many injustices against the individual.

**FINDINGS:** Much of this research and advocacy is arguably driven by an overarching goal of justice. Body image issues are depicted as a form of suffering that has myriad detrimental impacts on individuals and society and that deserves some redress. Despite this justice goal, little acknowledgement of broader forms of injustice is made in the research (e.g., racism, poverty, disability). Nor are the very apparent intersections between these forms of injustice and body image issues recognized (e.g., that Black women will face appearance pressures distinct to White women such as hair relaxing and skin bleaching as well as racism and sexism). Similarly, industries such as the fashion, fitness and beauty industries are told by researchers that they can grow bigger and make more profits if they just make their models or Barbie dolls plus size. This not only masks the widespread use of sweatshops by these industries, (including Barbie maker Mattel) but worsens them: the more a company grows the more sweatshops it can create. Like anyone those who face broader injustices (e.g., racism), the workers in these sweatshops may have more pressing issues other than appearance.

**DISCUSSION:** It is critical that body image researchers consider the overarching goals of their work. If it justice, then it is important that body image advocacy compliments rather than conflicts with other forms of societal change including Marxism, feminism and anti-racism. This paper argues that a more radical perspective can be usefully applied to body image advocacy that would also cohere with the trailblazing work of body image research's originator: visible difference advocacy.

**Athulya Jayakumar, Paulomi M Sudhir, Mariamma Philip, Prabha S Chandra**, National Institute of Mental Health and Neuro Sciences (NIMHANS), India

### **Psychosocial correlates of body image perception and psychological functioning in young adults: An Indian perspective.**

**BACKGROUND:** The cognitive behavioural model of body image perceptions emphasizes the contributions of culture, socialization, interpersonal, and personality attributes in evaluation and investment of body image. Objective: Differences in body image perception across gender were explored along with associations between peer, family, and media influences, teasing experiences, perfectionism and body image perception in young adults from the Indian sub-continent.

**METHOD:** Thirty young adults (Mean=26, SD=5.06), were assessed on measures of Body image (MBSRQ, BISCO) trait perfectionism (MPS, PSPS), teasing (TQ-R) and psychological functioning (GHQ 28) and self-efficacy.

**FINDINGS:** Appearance evaluation was related to perfectionism and Perfectionistic self presentation. Appearance orientation was associated with appearance fixing dimension of BISCO, perfec-

tionism and self presentation. It indicates that in those with higher investment in appearance, an attempt to camouflage or cover perceived deficits is seen. Also, higher levels of perfectionism and self presentation are noted. Fitness orientation is related to dimensions of perfectionism suggesting with higher level of perfectionism more value is placed on fitness and higher involvement in activities to enhance or maintain fitness is seen. Self efficacy is positively correlated to appearance and fitness evaluation and fitness orientation indicating that higher levels of satisfaction with regards to appearance and fitness and an increased investment in maintaining fitness is seen in those with higher self efficacy.

**DISCUSSION:** People high on appearance orientation have higher motivational salience and hence attempt at correcting perceived flaws by camouflaging it. Perfectionists' pursuit of appearance ideals and concern over others' evaluations may promote investment in appearance and physical fitness as suggested by the results of this study. Higher perfectionism and self presentation might promote satisfaction with one's appearance if the standards are attainable. Self-efficacy has shown to enhance positive expectancies for engaging in health behaviours and may contribute to higher engagement in physical fitness activities as seen. It may also lead to satisfaction with one's levels of fitness and appearance. Body image is under researched in India and in the light of increased processes of social change, it is important to examine the impact of various psychosocial variables in relation to body image perception.

**Lisa R Jewett**, McGill University and Jewish General Hospital, Canada; **Vanessa L Malcarne**, San Diego State University and University of California, USA; **Linda Kwakkenbos**, McGill University and Jewish General Hospital, Canada; **Diana Harcourt**, **Nichola Rumsey**, University of the West of England, United Kingdom, **Annett Korner**, McGill University, Canada; **Russell J Steele**, **Marie Hudson**, **Murray Baron**, McGill University and Jewish General Hospital, Canada; **Jennifer A Haythornewaite**, John Hopkins University School of Medicine, USA; **Leslie Heinberg**, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, USA; **Fredrick M Wigley**, Johns Hopkins University School of Medicine, USA; **Brett D Thombs**, McGill University and Jewish General Hospital, Canada; **Canadian Scleroderma Research Group**, Canada

### **Development and validation of the Body Concealment Scale for Scleroderma (BCSS).**

**BACKGROUND:** Body concealment is a component of social avoidance among people with visible differences from disfiguring conditions, including systemic sclerosis (SSc). The study objective was to develop a measure of body concealment related to avoidance behaviors in SSc.

**METHOD:** Initial items for the Body Concealment Scale for Scleroderma (BCSS) were selected using item analysis in a development sample of 93 American SSc patients. The factor structure of the BCSS was evaluated in 742 Canadian patients with one-factor, two-factor, and bifactor confirmatory factor analysis models. Convergent and divergent validity were assessed by comparing the BCSS total score with the Brief-Satisfaction with Appearance Scale (Brief-SWAP) and measures of depressive symptoms and pain.

**FINDINGS:** A two-factor model (CFI=0.99, TLI=0.98, RMSEA=0.08) fit substantially better than a one-factor model (CFI=0.95, TLI=0.94, RMSEA=0.15) for the 9-item BCSS, but the Concealment with Clothing and Concealment of Hands factors were highly correlated (0.79). The bifactor model (CFI=0.99, TLI=0.99, RMSEA=0.08) also fit well. In the bifactor model, the omega coefficient was high for the general factor ( $\omega=0.80$ ), but low for the Concealment with Clothing ( $\omega=0.01$ ) and Concealment of Hands ( $\omega=0.33$ ) factors. The BCSS total score correlated more strongly with the Brief-SWAP Social Discomfort ( $r=0.59$ ) and Dissatisfaction with Appearance ( $r=0.53$ ) subscales than with measures of depressive symptoms and pain.

**DISCUSSION:** The BCSS sum score is a valid indicator of body concealment in SSc that extends the concepts of body concealment and avoidance beyond the realms of body shape and weight to concerns of individuals with visible differences from SSc.

**Lisa R Jewett**, **Linda Kwakkenbos**, McGill University and Jewish General Hospital, Canada; **Marie-Eve Carrier**, Jewish General Hospital, Canada; **Vanessa L Malcarne**, San Diego State University and University of California at San Diego, USA; **Russell J Steele**, McGill University and Jewish General Hospital, Canada; **Karen Gottesman**, Scleroderma Foundation, USA; **Brett D**

### **Confirmatory factor analysis and assessment of differential item functioning of the Satisfaction With Appearance Scale (SWAP) in systemic sclerosis: a comparison across sex, race/ethnicity and disease subtype.**

**BACKGROUND:** Systemic sclerosis (SSc), or scleroderma, is a rare, chronic autoimmune disease that frequently leads to disfiguring physical appearance changes and poses challenges to the maintenance of healthy body image for many patients. The Satisfaction with Appearance Scale (SWAP) is a measure of body image distress that has been used in SSc; however, it has not been validated across sexes, different racial/ethnic groups, and patients with varying disease subtypes. As such, the objectives of the present study were to: 1) evaluate the established two-factor structure of the SWAP, and 2) examine the metric equivalences of the SWAP among male and female patients, Black and White patients, and patients with diffuse and limited SSc subtypes.

**METHOD:** SSc patients were sampled from 21 centers within the international Scleroderma Patient-centered Intervention Network (SPIN) Cohort who provided data on the SWAP. Confirmatory factor analysis (CFA) was used to evaluate the established two-factor structure (Social Discomfort and Dissatisfaction with Appearance) of the SWAP. The Multiple-Indicator Multiple-Cause (MIMIC) model was utilized to assess differential item functioning (DIF).

**FINDINGS:** The SWAP was completed by 748 SSc patients from within the SPIN Cohort, including 651 female patients, 700 White patients, and 455 with limited SSc. Results from the CFA revealed that the two-factor model (Social Discomfort and Dissatisfaction with Appearance) demonstrated good fit based on the CFI and TLI indices, and slightly less than acceptable fit based on the RMSEA,  $\chi^2(75) = 742.33$ ,  $p < .001$ , CFI = 0.98, TLI = 0.97, RMSEA = 0.11. Statistically significant, but small-magnitude DIF was found for six SWAP items across socio-demographic or disease characteristics. The overall estimate in SWAP scores between male and female patients, Black and White patients, and patients with diffuse and limited SSc were not influenced substantively by DIF.

**DISCUSSION:** SWAP scores from male and female SSc patients, Black and White patients, and patients with diffuse and limited disease subtypes can be compared and pooled without concern that measurement differences may substantially influence results.

**Lisa R Jewett, Linda Kwakkenbos**, McGill University and Jewish General Hospital, Canada; **Marie-Eve Carrier**, Jewish General Hospital, Canada; **Vanessa L Malcarne**, San Diego State University/University of California, USA; **Susan J Bartlett**, McGill University, Canada; **Daniel E Furst**, University of California Los Angeles, USA; **Karen Gottesman**, Scleroderma Foundation, USA; **Maureen M Mayes, Shervin Assassi**, University of Texas Health Science Center, USA; **Diana Harcourt, Heidi Williamson**, University of the West of England, United Kingdom; **Sindhu R Johnson**, Toronto Western and Mount Sinai Hospitals, Canada; **Annett Körner**, McGill University, Canada; **Virginia Steen**, Georgetown University, USA; **Rina S Fox, Shadi Gholizadeh, Sarah D Mills**, San Diego State University/University of California, San Diego, USA; **Jacqueline C Molnar**, McGill University, Canada; **Danielle B Rice, Brett D Thombs**, McGill University and Jewish General Hospital; and the SPIN Investigators

### **Association of sex and race/ethnicity with appearance concerns: A Scleroderma Patient-centered Intervention Network (SPIN) cohort study.**

**BACKGROUND:** Appearance concerns are common in systemic sclerosis (SSc). Female sex and Black racial/ethnic status have been found to relate to appearance-related distress among individuals with other types of visible differences, but no study has examined their associations with appearance concerns in SSc. As such, the objective of the present study was evaluate the associations of sex and race/ethnicity with appearance concerns among patients with SSc.

**METHOD:** SSc patients were sampled from 21 centers within the international Scleroderma Patient-centered Intervention Network (SPIN) Cohort, who provided data on a variety of sociodemographic, medical, and psychosocial outcomes. One psychosocial outcome, the Derriford Appearance Scale-24 (DAS-24) contains an item assessing the presence of appearance concerns, which

served as the primary outcome variable. Binary logistic regression was used to assess factors associated with having appearance concerns, including sex, race/ethnicity, and other pre-specified sociodemographic and disease variables.

**FINDINGS:** Of 644 patients, appearance concerns were present in 72%, including 421 of 565 women (75%) and 42 of 79 men (53%), as well as 392 of 550 patients who identified as White (71%), 35 of 41 who identified as Black (85%), and 36 of 53 who identified as another race/ethnicity (68%). In multivariate analysis, women had significantly greater odds of reporting appearance concerns than men (odds ratio (OR)=2.97, 95% confidence interval (CI)=1.78-4.95,  $p < .001$ ). Black patients had significantly greater odds of appearance concerns than White patients in unadjusted (OR=2.64, 95% CI=1.01-6.34,  $p = .030$ ), but not multivariate analysis (OR=1.76, 95% CI=0.67-4.60,  $p = .250$ ). In multivariate analysis, older patients were significantly less likely (OR=0.98 per year, 95% CI=0.96-0.99,  $p = .007$ ), and patients with moderate hand contractures were significantly more likely, to report appearance concerns (OR=2.05, 95% CI=1.17-3.60,  $p = .012$ ). Compared to a general population sample, appearance concerns were more common in SSc. Compared to the general population, the relative risk of reporting appearance concerns was greatest for men and for older SSc patients.

**DISCUSSION:** Appearance concerns were common in SSc. Women were substantially more likely than men to have appearance concerns. Black patients were more likely to have concerns than White patients, but this appears to be due to more severe changes in appearance.

**Sandra Jumbe, Jane Meyrick, Diana Harcourt**, University of the West of England, United Kingdom

### **Patients' experience of life after weight loss surgery: Psychological adjustment.**

**BACKGROUND:** Little is known about the psychological effects on life after weight loss surgery (WLS). Results from a recent systematic review in this area showed some disordered psychosocial QoL and wellbeing persisting following WLS, especially in longer term follow up periods when compared to control groups. This highlighted potential need for psychological intervention post-surgery and further research to provide more data on long term psychosocial QoL following WLS. Even clearer was the lack of patient perspective on their experience and needs after having WLS. Generating more rich in-depth post-surgery data is vital as it gives health professionals information on whether patients feel psychological care is needed after WLS and, if so, specifically what kind of care. Aim - to explore patients' experiences of life after weight loss surgery, discussing perceived benefits and limitations of the procedure, and realisation of patients' expectations.

**METHOD:** Ten individuals who had had WLS between 1 and 10 years were recruited within an NHS bariatric surgery service through purposeful sampling and individually interviewed by the researcher. The semi-structured interviews were transcribed and analysed using thematic analysis.

**FINDINGS:** All patients reported drastic weight loss and improvements in a range of comorbidities in the first year. This coincided with better psychological and social function. However in hindsight, a majority of the group felt psychological care was needed post-surgery to better equip them for the subsequent physical changes. Specifically, issues of psychological adjustment following drastic weight loss and excess skin were highlighted.

**DISCUSSION:** Overall it would seem that WLS is a great catalyst for weight loss in those suffering from severe obesity. However, this tool needs to go hand in hand with psychological and dietetic care post-surgery to achieve optimum results. In relation to appearance issues, there is a lot of potential for health psychology interventions to help patients adjust to both the physical and mental changes that come with weight loss following WLS.

**Alessandra C P Junqueira, Sebastião S Almeida**, University of São Paulo, Brazil; **Telma M B Costa**, University of Ribeirão Preto, Brazil

### **Development of two figure silhouettes scales for Brazilian preschoolers.**

**BACKGROUND:** The process of evaluating aspects of body image in children appears to be more complicated in relation to assessment in adults, justifying the use of silhouette scales in this

population. The aim of this study was to develop two silhouettes scales to measure attitudinal and perceptual aspects of body image in preschool.

**METHOD:** The scales were constructed from photographs of real children representing average values of BMI and constant increase between the figures. The 2D silhouettes Scale (USB) for boys and girls contains nine silhouettes presented in plastic cards for each gender. The 3D silhouettes Scale (EST) consists of nine dolls for each gender. The scales were administered to 193 children aged between 4 and 6 years with 60 children being retested after 40 days. The scales were presented to each child in ascending or random order, were asked to indicate the silhouette that most closely represented their current and desired body shapes. Accuracy of body size perception was indicated by the discrepancy between the figure representing the perceived BMI and actual BMI and dissatisfaction with body size discrepancy between the figure representing the perceived BMI and ideal BMI. The test-retest reliability was measured by Intraclass Correlations.

**FINDINGS:** The ICC analyses of ESB showed low agreement between test and retest for accuracy (ICC=.366) and small to dissatisfaction (ICC=.099). When checked by age, the reliability for Accuracy was high (ICC=.768) while for Dissatisfaction was moderate (ICC=.460) and significant only for children of six years. Regarding EST, reliability for was small in relation to the Accuracy (ICC=.247) and Dissatisfaction (ICC=.114). The intraclass analysis by age showed moderate reliability for Accuracy (ICC = 0.550) and low for Dissatisfaction (ICC=.354) for children six years.

**DISCUSSION:** The ESB showed good stability for children six years and may be indicative of the great influence of the environment and development in children. The EST showed more appropriate for the assessment of dissatisfaction with the body size, showing more details actual allow better judgment on the part of children may be the body as a whole, as parts of it. This study suggests that silhouettes scales are valid instruments and can be used in preschool children who can already fulfill the task of selecting the figure representing his body and appear to also reflect other sources of variance and influence that need to be investigated.

**Kim Kemp, Rebecca Crawford, Yvonne McNeill, Caroline Spreng, Claire South,** Canniesburn Plastic Surgery Unit, NHS Greater Glasgow and Clyde, United Kingdom

### **A joint clinical psychology and breast reconstruction clinical nurse specialist pathway for risk reducing mastectomy and reconstruction patients.**

**BACKGROUND:** It has been suggested that the number of individuals with BRCA1/2 gene mutation seeking Risk Reducing Mastectomy (RRM) surgery may increase following recent and anticipated updates to national guidelines (National Institute for Clinical Excellence (NICE) Clinical Guideline 164: Familial Breast Cancer, 2013; Scottish Intercollegiate Guidelines Network (SIGN) Guidelines). The Pan-Birmingham NHS Cancer Network Guideline for the Multidisciplinary Management of Patients Considering a Risk Reducing Mastectomy (2012) recommends all patients considering this surgery "should be reviewed by a Geneticist/Genetics counsellor, an appropriately trained Breast/Plastic Surgeon, Specialist Breast Care Nurse and Psychologist". The Breast Reconstruction Clinical Nurse Specialists (CNS) and Clinical Psychologists at the Canniesburn Plastic Surgery Unit (CPSU) were often communicating and working together regarding mutual RRM and reconstructive surgery patients' care, both before and after surgery. Both staff groups felt that this process could be improved by working in a more collaborative way.

**METHOD:** In order to ensure seamless, interdisciplinary assessment, information and care prior to surgery, a patient pathway was developed and implemented for all RRM and reconstruction surgery patients referred to the CPSU. A further aim was to facilitate and support patient decision making regarding this surgery. Joint Clinical Nurse Specialist and Clinical Psychology pre-surgery appointments were proposed as a means to improve the previous patient pathway.

**FINDINGS:** Results detailing how patient care altered, for instance number of appointments, following the introduction of joint appointments will be presented. Patient and staff experience and satisfaction with the new pathway will also be reported and discussed.

**DISCUSSION:** The improvements and limitations associated with the joint appointments will be discussed, along with the proposed longer term changes to the pathway for patients referred to the CPSU considering RRM and reconstructive surgery.



**Gemma Killen**, Australian National University, Australia

### **(Dis)embodied Images? Researching queer women's body images online.**

**BACKGROUND:** This paper will present some of the initial findings of my thesis project exploring the influence of online communities on queer women's body perceptions. The Internet is often understood as a decidedly disembodied space in which physical markers of difference, such as gender and race are rendered irrelevant (Poster 1997, Willson 2006). However, the proliferation of online pornography and the significance of the visual in the digital arena indicate that bodies remain central to the social labour and interaction that occurs on the Internet (Pham 2011). The Internet also offers a space in which dominant embodiment discourse can be critiqued and de-constructed. Rather than focusing on the ways in which users might be affected by online images, this project examines the ways in which queer women are utilizing the Internet to talk about and produce positive body images within their communities.

**METHOD:** This research utilizes primarily feminist methodologies that privilege queer women's voices in the production of body image knowledge. This presentation will detail my approach to the project, outlining my digital ethnography (Hine 2008) of the queer women's website Au-tostraddle.com and in particular, the ways in which they write about and discuss embodiment. Further, I will consider the importance of utilizing visual research methods in work that is concerned with embodiment. Visual sociology attempts to construct more participant driven and accessible research but is also important for this project because it 'contributes to an embodied sociology that makes embodiment central rather than peripheral' (Bates 2013), which is arguably essential in research on body image construction.

**FINDINGS AND DISCUSSION:** This paper will explore the benefits of conducting body image research online and address the question of how queer women navigate the intersections of sexuality and embodiment in a visually immersive digital arena. Preliminary findings suggest that a sense of community belonging is a strong contributor to positive body esteem. Conducting this research online has allowed for the situating of individual body images within a communal context in a way that highlights the role of the social in the construction of positive body image.

**Melissa Kimber, Jennifer Couturier, Katholiki Georgiades**, McMaster University, Canada

### **Body image distortion among immigrant and non-immigrant adolescents: A consideration individual and school-level influences.**

**BACKGROUND:** Body image distortion represents a significant risk factor for adolescent eating disorders; yet we know very little about the individual and school-based influences of these concerns, particularly among immigrant adolescents. The objective of the present study is to examine the individual and school-level influences on body image distortion among immigrant and non-immigrant adolescents in the US; are more specifically to determine the association between immigrant generational status, school-concentration of body image dissatisfaction, and school-based student-to-student and student-to-teacher racial/ethnic congruence and body image distortion.

**METHOD:** Data come from the in-home and in-school survey of the National Longitudinal Study of Adolescent to Adult Health (Add Health), which was conducted in the United States. Our sample for analysis includes 11,094 adolescents (1s Generation Immigrants = 1346 (12.1%), 2nd Generation Immigrants = 2144 (19.3%), 3rd Generation-or-Later Immigrants = 7604 (68.5%)), nested in 132 schools. Our sample respondents ranged from 11 to 19 years of age ( $M = 16.12$ ,  $sd = 1.56$ ).

**FINDINGS:** After controlling for school, individual and family socio-demographic characteristics, our multi-level, multi-nomial regression models revealed that individual-level body dissatisfaction was significantly associated with greater odds of experiencing underweight and overweight body image distortion. In addition, first and second generation immigrant females were significantly more likely than 3rd generation-or-later peers to experience underweight body image distortion; with 1st generation immigrants who reported body dissatisfaction being at significantly elevated odds for underweight body image distortion. Concentration of body dissatisfaction, student-to-student and student-to-teacher racial/ethnic congruence at school were not significantly associ-



ated with underweight or overweight body image distortion. However, adolescents who attended school in the Southern and Northeastern US experienced elevated odds for underweight body image distortion.

**DISCUSSION:** Based on the present study and previous literature, further work is needed to understand the intersection between school and individual-level influences on body image related concerns in order to support the development and maintenance of positive body image among immigrant and non-immigrant adolescents.

**Natalie Kkeli, Marianna Koutsantoni**, University of Cyprus, Cyprus; **Marios Argyrides**, Neapolis University Pafos, Cyprus

### **Differences in media influences and internalization of the thin and athletic ideals in five European countries.**

**BACKGROUND:** Schudson (1989) provided several explanations for why the media are influential on body image and disordered eating. The internalization of the media messages about the ideal body was found to correlate significantly with body dissatisfaction and disordered eating (Cusumano and Thompson, 1997). The internalization of the thin and athletic ideals can be assessed by the Sociocultural Attitudes Towards Appearance Questionnaire – 3 (Thompson, et al., 2004). This questionnaire also assesses the degree to which various media types are considered an important source of information about being attractive and feeling pressured by various media types to strive for cultural ideals of beauty. Since Cyprus has been of interest in the literature lately concerning these issues (Argyrides, Kkeli and Koutsantoni, 2015), the purpose of the study was to compare Cyprus to other European countries (France, Spain, Italy, and Switzerland) on the four subscales of the SATAQ-3.

**METHOD:** The SATAQ-3 was administered to 2664 Greek-Cypriot adolescent boys and girls and results were compared to archived data from 818 French, 265 Spanish, 598 Italian, and 1610 German-speaking Swiss students.

**FINDINGS:** On average, Greek-Cypriot students endorsed and accepted the media messages and the striving towards the thin ideal more than French, Spanish, and German-speaking Swiss students. Additionally, it was found that Greek-Cypriot students endorsed and accepted an athletic and toned body ideal more than all the other European countries. Furthermore, Greek-Cypriot students felt less pressured by various media types to strive for cultural ideals of beauty than all the other European countries. Finally, Greek-Cypriot students considered various media types as important source of information about being attractive in a greater degree as compared to French and Italian students but less than Spanish students.

**DISCUSSION:** Results indicate that Cyprus is more at-risk for being influenced by media messages as the students seem to have the thin and athletic ideals more internalized, and consider the media as good source of information. However, it is worth further investigating the possible protective factor(s) that seem(s) to be present since results indicate that the pressure from the media is significantly less in Cyprus than the rest of the countries even though the internalization is greater.

**Linda Kwakkenbos**, Jewish General Hospital and McGill University, Canada; **Barbara Dooley**, University College Dublin, Ireland; **Maria Piedade Brandão**, University of Aveiro, Portugal; **Ann Frisen**, University of Gothenburg, Sweden; **Amanda Fitzgerald**, University College Dublin, Ireland; **Johanna Kling**, University of Gothenburg, Sweden; **Rachel Rodgers**, Northeastern University, USA

### **Systematic review to develop a core set of body image measures: A study of the COST Appearance Matters network.**

**BACKGROUND:** Many different measures have been developed to assess body image, making it challenging for researchers and health care providers to determine which measures to use, and to compare findings across studies. Thus, there is a need for clear recommendations and guidelines for assessing body image, in order to make the field more cohesive and increase the comparability

of outcome research. The Consensus-Based Standards for the Selection of Health Status Measurement Instruments (COSMIN) method is a relatively new tool that is increasingly accepted as the gold standard for evidence synthesis of the performance of patient-reported outcome measures. The aim of this study was to apply the COSMIN methodology to rigorously synthesize evidence on key body image measures and work towards a recommended "core set" of measures.

**METHOD:** We searched the PsycINFO, CINAHL Plus, and MEDLINE databases for published research articles related to body image between August 2011 and August 2014. Team members extracted the names of the measures used to assess body image, defined for our purposes as a cognitive or affective evaluation of ones body or appearance with a positive or negative valence. Our international team of experts then prioritized measures based on the extent that they are used in research, clinical settings, and/or are important theoretically.

**FINDINGS:** Over 400 studies were identified that had used, in aggregate, more than 150 body image measures. Based on priority rankings, the Body Appreciation Scale, Body Shape Questionnaire, Body Esteem Scale, Eating Disorder Inventory, Multidimensional Body-Self Relations Questionnaire, Body Image States Scale, Drive for Muscularity Scale, Eating Disorder Examination Questionnaire, and Centre for Appearance Research Valence of Appearance scale were selected as the top priority measures for evidence synthesis. The next step will involve 9 systematic reviews of the measurement properties of these measures and synthesis of results.

**DISCUSSION:** Our work will help address the need for more consistency in the assessment of body image in research and clinical practice, which has been emphasized as a priority by researchers, as well as non-government organizations and health care professionals. In addition, we will be able to provide clear recommendations for increasing the empirical support for the measures proposed within the final core set.

**Małgorzata Liposka, Mariusz Lipowski, Natasz Kosakowska-Berezecka**, University of Gdansk, Poland

### **Children's perception of social value of beauty - the role of parental gender stereotypization.**

One's relationship with his/her body starts to be defined during early childhood, initially as an outcome of parental influences. During its first years, a child develops its own body scheme, a coherent sense of its body and beliefs concerning body image which are then used to describe one's appearance. At the age of five children are able to distinguish between attractive and non-attractive individuals, but still do not compare their self-image to any of these models. Gender stereotypes often determine child's gradually internalized expectations concerning body image and behavior. As one of the components of gender stereotypes concerns female beauty we want to verify the hypothesis that the standards of beauty and intensity of stereotypical body perception held by five-year-olds are determined by parental attitudes towards gender relations and gender stereotypization. 390 five-year olds (210 girls) with their parents took part in our study. Using Health and Beauty questionnaire (Lipowska and Lipowski) allowed us to analyze child's tendency to associate social success to different silhouettes of women and men (slim, normal, obese). Additionally parents filled Ambivalent Sexism Inventory (Glick and Fiske, 1996) to determine their levels of sexism. Our findings show that 5-year girls and boys equally associate social success with normal silhouettes and almost never with obese ones. Overall ASI scores were higher among fathers than mothers. Mother's HB ASI score was strongly related to daughters associating happiness with female's normal silhouettes, being clever with being obese female and having highest number of friends was considered to be the feature of men with normal silhouettes. Also the higher BS score of a mother the more often girls associated being rich with obese men. Additionally obese women were considered to be most clever by girls whose fathers had the highest HS scores. In case of sons they have seen obese women and men as professionally fulfilled when their father's hostile sexism was the lowest. Additionally obese men were seen the nicest when mother's HS and father's BS scores were the lowest. Our results show strong relationship between parents' sexism and children's stereotypes about body size.

**Carolina Lunde**, University of Gothenburg, Sweden

## **Adolescent girls who drop out of sport report more body image concerns.**

**BACKGROUND:** Dropout in sport is a pervasive problem among teenage girls in Sweden. Although efforts have been made to shed light on why adolescent girls drop out of sport, there are still many gaps of knowledge. In this study, the aim was to examine body image, and exercise and eating cognitions, among adolescent girls who drop out of sport.

**METHOD:** A follow-up questionnaire study, separated by a two-year interval, was conducted among adolescent girls participating in different sports (N=233). Between Time 1 (T1) and Time 2 (T2), 106 girls reported that they no longer participated in sport, whereas 127 girls still did. In subsequent analyses, these two groups were compared on various measures.

**FINDINGS:** Multivariate analyses, comparing girls who dropped out of sport with girls staying in sport, indicated significantly more appearance preoccupation among drop outs. However, they did not report stronger body dissatisfaction. Girls who dropped out also reported a stronger drive for thinness, and demonstrated compulsive exercise patterns. An important predictor of dropping out of sport included reporting that there was a strong appearance pressure within one's sport at T1.

**DISCUSSION:** These findings indicate that the body may be an area of concern among teenage girls who drop out of sport. Although the study builds on follow-up data, it should be noted that the directions of effects remain unclear. The results of this research will be discussed from the perspective of Self-Determination Theory (SDT), motives for sport and exercise, and its implications for adolescent girls' engagement in sport and exercise.

**Serafino G Mancuso**, The University of Melbourne, Australia

## **The application of Acceptance and Commitment Therapy to body dysmorphic disorder.**

**BACKGROUND:** Body dysmorphic disorder (BDD) is characterised by a preoccupation with one or more perceived defects in physical appearance that are not observable or appear slight to others. The most common preoccupations concern the hair, nose, and skin (e.g., balding, misshapen nose, acne, or skin tone), but any body part can be the focus of concern. Almost all people with BDD perform compulsive avoidance and safety-seeking behaviours that serve to examine, improve, or hide their perceived defect. While cognitive-behavioural therapy is the recommended treatment for BDD, Neziroglu and colleagues briefly suggested incorporating Acceptance and Commitment Therapy (ACT) into the CBT protocol for BDD. However, the authors did not provide a detailed theoretical rationale or additional information about implementing ACT into the CBT intervention. Since ACT has shown some promise in the treatment of obsessive-compulsive spectrum disorders and may thus have potential utility as an intervention for BDD.

**METHODS:** The empirical BDD literature was examined and the findings were related back to the ACT model of psychopathology. This was then used to formulate an ACT conceptualisation of BDD.

**FINDINGS:** An ACT-consistent formulation of BDD suggests that it is a disorder characterised by fusion with appearance concerns, high levels of experiential avoidance, and low values clarity. Individuals with this disorder overvalue their appearance, which defines their personal or social worth and sense of self, and has a detrimental effect on their psychosocial functioning and quality of life. However, this inability to experience the self as distinct from physical appearance may sustain maladaptive behaviours associated with appearance concerns.

**DISCUSSION:** While preliminary research piloting an ACT intervention for BDD has demonstrated promising results, the theoretical rationale for the intervention protocol was not presented. As a result, the present formulation can be used to inform an ACT-consistent treatment protocol for BDD.

**Suzanne McDonald**, Newcastle University, United Kingdom; **Joanna Mennie, Camilla Stewart, Kerr Clapperton**, Royal Hospital for Sick Children, Edinburgh, United Kingdom

## **The development of a new patient reported experience and outcome questionnaire for use in patients undergoing ear reconstruction surgery.**

**BACKGROUND:** The assessment of patient reported experience and outcomes can improve qual-

ity of care. Our aim was to develop and validate the first patient reported experience and outcome questionnaire for use in patients undergoing ear reconstruction surgery.

**METHOD:** In line with standard guidance for developing patient reported outcome measures, patient interviews, literature review, and expert opinion was used to identify preliminary core domains and items for the questionnaire. These were tested in 32 patients followed by cognitive debriefing and a process of item reduction. The reduced questionnaire was field-tested in 24 pre-operative patients and 114 post-operative patients from one unit. Acceptability, reliability, responsiveness and validity were assessed. Patient responses were then qualitatively analysed. For example, indication and gender were tested as predictors of outcome scores using unpaired t-tests. The correlation between outcome scores and age, level of anxiety and level of depression were tested using Spearman correlation. The correlation between outcome score and date of first surgery was tested using the Pearson's correlation method.

**FINDINGS:** Our questionnaire, the Ear-PEOM, included a total of 4 domains; 'psychosocial behaviours', 'aesthetics and function', 'satisfaction with care and information received', and 'choice of management'. The Ear-PEOM proved reliable (Cronbach's alpha 0.96), responsive (Effect size 1.48), and valid (Item-total correlation 0.79, Spearman correlation 0.89). Patients responses to the questionnaire were analysed and it was identified that patients with congenital ear defects score lower on the 'aesthetics and function' domain in comparison to patients with acquired ear defects ( $p=0.022$ ) which may have implications for the future care provided to these patients.

**DISCUSSION:** The Ear-PEOM can be used to assess the quality and responsiveness of care in ear reconstruction patients. The Ear-PEOM provides a platform for standardized outcome and experience reporting that can improve the quality of care provided to patients.

**Helen Molden**, Wessex Facial Nerve Centre, University Hospital Southampton NHS Foundation Trust, United Kingdom

### **Mind the gap: Counselling psychology and the patient living with facial palsy within the surgical MDT setting - an NHS practitioner viewpoint.**

**BACKGROUND:** Since Dec 2013 psychology has been part of the multi-disciplinary approach for patients with a facial palsy, in the Wessex Facial Nerve Centre team at Southampton General Hospital, UHS Foundation Trust. The counselling psychologist in the MDT represents a patient-centred holistic perspective, offering staff consults, pre and post operation therapeutic assessment, sign-posting and ongoing therapy. Patients are referred regionally with varying degrees of facial palsy as measured on the House Brackmann scale.

**METHOD:** Case presentation: This case presentation offers a glimpse at the day to day NHS work of a team where psychology has been a relatively recent addition. The presentation would track work with two patients – one as a piece of time focused intervention work, and the other long term (18 months and ongoing). Interventions are based on a treatment formulation from an integrative perspective at assessment. This includes CBT and ACT together with more existential pieces.

**FINDINGS:** The outcome from the two patients would be discussed in terms of patient goals, therapeutic relationship, and questionnaires. This would include "in vivo" qualitative pieces. Issues include: social avoidance (reclusive behaviour), social anxiety, sense of shame – internal and external, appearance anxiety, loss, trauma, low mood, panic, traumatisation peri surgery/hospital procedures, relationship and family.

**DISCUSSION:** The presentation would incorporate: key aspects of the patient experience through the MDT, discussing tensions held and worked through in therapy alongside the surgical journey. Plus observations on how psychology works (or not) to empower and raise awareness for the patient on many levels: intrapersonal, interpersonal, within the team, the patient's family, and on a wider service level within the hospital, and society. The presentation would comment on the different languages, cultures and models between surgeons, neurophysiologist, physios, nurses and the psychologist within the team, and the impact on the patient. What is involved for the psychologist, sitting on the MDT, in working with the team and patient (and their family) to bridge the "gap" between expectations of surgical outcome held by the team and patient. What is the experience for the therapist in holding the hope for the reluctant or reclusive patient, scarred by

previous experiences of facial surgery?

**Kerry Montgomery**, University of Sheffield, United Kingdom; **Ezinna Rospigliosi**, The Katie Piper Foundation, United Kingdom; **Andrew R Thompson**, The University of Sheffield, United Kingdom; **Neil Coulson**, University of Nottingham, United Kingdom

### **Development of an online forum for people living with burns and scars.**

**BACKGROUND:** The Katie Piper Foundation is a national charity working with people living with burns and/or trauma scarring. Evaluations of social events organised by the charity identified that attendees found it beneficial to meet and speak to other individuals with burns and traumatic scarring, but often struggled to travel to events, even when held regionally. Attendees' feedback also indicated that communicating with others in advance may have reduced anxiety around attending events. The charity concluded that an online peer support forum could offer a cost effective, safe and accessible way to deliver peer support which is not limited by geographic location or accessibility difficulties (e.g. people being unable to attend for physical health reasons).

**METHOD:** A scoping exercise was undertaken that involved contacting UK charities that already operate online forums and carrying out a review of the empirical literature. Following this the forum structure was carefully designed and an operating manual and risk management strategy was prepared. Moderators were subject to a selection process and have received training..

**FINDINGS:** Online forums are not without risks and this presentation will describe the development phase of establishing the forum prior to its launch in January 2016 as a closed evaluation pilot. During the pilot phase only invited, registered users will have access.

**DISCUSSION:** The forum has been developed alongside IT specialists and in consultation with a range of health care professionals. Beneficiaries of the charity have been involved at all stages of the process. A research study has been designed to examine the usability of the forum.

**Laura Montgomery**, University of Brighton, United Kingdom; **Megan Hurst**, Leeds Beckett University, United Kingdom

### **Supersize vs. superskinny - Is one more to blame than the other? A quantitative analysis of weight targeted blame attribution and the moderating role of body appreciation.**

**BACKGROUND:** Overweight individuals report discrimination in a variety of settings (Fikkan and Rothblum, 2012). One explanation of the permissibility of this prejudice relates to blame attribution, with common social discourses constructing overweight individuals as 'lazy' or 'unmotivated'. This research explicitly contrasts attributions of blame between overweight (obese) and underweight (anorexic) targets, in an attempt to explain different social attitudes to these two weight-related difficulties.

**METHOD:** Female university students (N=122) were randomly allocated to either the overweight or underweight target condition and instructed to rate statements indicating their perceptions of how responsible the target was for their respective weight in terms of internal (self) and external (environmental) blame. Participants' own body appreciation (Body Appreciation Scale; Avalos et al, 2005) was measured as a potential moderating factor.

**FINDINGS:** The overweight target was attributed significantly higher levels of internal blame than the underweight target. Body appreciation was also found to moderate the effect of target weight on internal blame, with those higher in body appreciation attributing lower internal blame to the overweight target than those lower in body appreciation. External factors were attributed high levels of blame for both target conditions.

**DISCUSSION:** Although participants recognised the external influences on both overweight and underweight targets, overweight targets were perceived as significantly more responsible for their own weight difficulties. The results support the notion that weight has strikingly different social and moral connotations, and are discussed in relation to attribution errors and the just-world hypothesis. The moderating influence of body appreciation indicates the potential for this individual difference to support women in being more compassionate about not just their own weight struggles, but also those of others.

**Gabriela S X Moreira, Luciana Lorenzato, Carmem Beatriz Neufeld, Sebastião S Almeida**, University of São Paulo, Brazil

### **Psychometric evaluation of the Body Appreciation Scale among Brazilian adolescents.**

**BACKGROUND:** The positive aspects of body image have recently been the focus of studies in the area but they are still scarce in the Brazilian population. The objective of this study was to adapt the items of Body Appreciation Scale (BAS) for adolescents, aged between 10 and 13 years old, and evaluate its psychometric properties.

**METHOD:** The sample was composed by 347 adolescents (176 girls and 171 boys) with a mean age of 11.10 (0.81) years old enrolled in public and private schools in two cities in the state of São Paulo (Brazil). Three psychologists experts in psychological evaluation and three teachers of Portuguese of elementary school also participated for the adaptation stage of the items in order to be properly understood by the sample age group. The BAS assesses the body appreciation and has one-dimensional structure with 13 items. The confirmatory factor analysis was used to test whether the original model provided a good fit to the data. Correlations between the BAS score and Body Mass Index (BMI), body image satisfaction (kg /m<sup>2</sup>) and body size accuracy (kg / m<sup>2</sup>) were used form convergent validity (satisfaction and accuracy scores were obtained from the Brazilian Figure Rating Scales for children). Reliability was assessed through internal consistency ( $\alpha$ ).

**FINDINGS:** There were few changes from the version culturally adapted for the Brazilian adult population. Cronbach's alpha coefficients were satisfactory for the general population and both sexes (0.804; female = 0.851; male = 0.752). The one-factor model of the BAS was confirmed by the confirmatory factor analysis with good indicators for the measurements of adjustment to the model ( $\chi^2 = 77.9$ ; GFI = 0.967; NFI = 0.940, CFI = 0.979; TLI = 0.968; RMSEA; 0.038). The convergent validity analyzes revealed significant correlations between BAS scores and BMI (-0.230;  $p < 0.001$ ) and between the first and body image satisfaction (0.309;  $p < 0.001$ ).

**DISCUSSION:** The BAS version for Brazilian adolescents had adequate levels of validity and reliability, keeping the one-dimensional structure which indicates its use in Brazilian adolescent's samples.

**Timothy Moss**, University of the West of England, United Kingdom; **Andrew Jenkinson**, Musgrove Park Hospital, United Kingdom

### **Psychological antecedents and sequelae of surgical intervention for visible differences in rural Ethiopia.**

**BACKGROUND:** Access to healthcare, including plastic and reconstructive surgery, is not easily available to those living in rural Ethiopia. The UK-based charity, Project Harare provides pro bono surgical intervention by visiting UK medical teams for wide range of appearance altering conditions. The psychosocial needs for, and benefits of, the surgery have previously been assumed rather than demonstrated. In this study, we began to investigate the psychological antecedents and consequences of the surgical interventions. In living conditions reflective of much of the developing world, it is often assumed that aesthetic and appearance needs are relegated below those of other more proximal and concrete needs (following, either consciously or non-consciously, Maslow's hierarchy of needs).

**METHODS:** A rapid mixed method approach was used. A mixed sample of those with congenital and/or traumatic conditions was recruited, comprising men and women. Thirty patients were given the opportunity to explain their perceived psychological needs for surgery, and the differences which this had made to their lives in a structured interview format. These interviews were carried out by author two, mediated by a native speaker. Additional to this, the Derriford Appearance Scale, a standardised measure of appearance distress and dysfunction was appropriately modified into Ethiopian language and administered either for literate patients to self-report or non-literate patients to complete via the support of health care assistant.

**FINDINGS:** Through both the quantitative and qualitative data, the need for and benefits of plastic and reconstructive surgery in this patient sample was clearly evident.



**DISCUSSION:** Although the short term and survival needs of living in a developing country are important and pressing, this study demonstrates that the appearance and aesthetic needs often assumed to be a developed world concern are actually very real and important in this setting. Furthermore, we are able to demonstrate through this initial study, that reconstructive surgery can have real psychosocial benefit in this patient group.

**Taryn A Myers**, Virginia Wesleyan College, USA; **Sarah K Murnen, Linda Smolak**, Kenyon College, USA

### **Facebook usage, social comparison, fat talk, and eating psychopathology.**

**BACKGROUND:** Although a plethora of recent research has examined the negative impact of social comparison on factors related to eating psychopathology (e.g., Leahey and Crowther, 2008; Myers and Crowther, 2009), these studies have not considered how individuals engage in these comparisons while on social media websites. Examining the psychological consequences of these comparisons becomes increasingly important in an era where 97% of college students use one or more social networking sites (Stollak et al., 2011). The current study examined the relationship between Facebook usage and eating psychopathology while considering the impact of social comparison and fat talk on this relationship.

**METHOD:** Via SurveyMonkey, 221 undergraduates completed the Physical Appearance Comparison Scale (PACS), Fat Talk Scale (FTS), and Eating Disorder Diagnostic Scale (EDDS), as well as a series of questions about activities engaged in while on Facebook and the Social Media Comparison Scale (SMCS), a measure developed for the current study.

**FINDINGS:** Independent samples t-tests showed that those with a Facebook profile scored higher on social comparison and fat talk than those who did not have a Facebook profile (all  $p$ 's < .05); however, they did not differ on levels of eating psychopathology. The novel SMCS correlated significantly with social comparison, fat talk, and eating psychopathology, as well as with tendency to view photos of friends, celebrities, and oneself on Facebook and tendency to comment on friends' and one's own photos (all  $p$ 's < .05). Independent samples t-tests revealed that those who met criteria for an eating disorder using the EDDS scored significantly higher on measures of social comparison and fat talk but were less likely to comment on photos on Facebook (all  $p$ 's < .05). In addition, scores on the EDDS symptom scale correlated not only with social comparison and fat talk but also with viewing photos of friends and celebrities on Facebook (all  $p$ 's < .05). The tendency to engage in fat talk mediated the relationship between social comparison and eating psychopathology whether measured by the PACS or the novel SMCS.

**DISCUSSION:** These data suggest that usage of Facebook and similar social media sites is linked with eating psychopathology and that the processes of social comparison and fat talk are integral parts of that relationship. These findings emphasize the importance of examining the impact of social media in both research and clinical settings.

**Taryn A Myers**, Virginia Wesleyan College, USA

### **Can an intensive eating disorders course serve as an intervention program for factors related to disordered eating?**

**BACKGROUND:** In recent years, instructors of semester-long courses focusing on eating disorders and related issues have collected data to determine whether these courses are effective not only at educating students but also at reducing factors related to disordered eating (e.g., Stice et al, 2006; Stice and Ragan, 2002).

**METHOD:** The current study examined an intensive Psychology of Eating Disorders course, which was a 300-level, discussion-based course taught during a small liberal arts college's three-and-a-half week Winter Session term. The course met five days per week for three hours per day during this time. All students enrolled in the course completed questionnaires on the first and last day of class ( $n=41$ ). In addition, another 300-level, discussion-based psychology class during the same intensive term served as a control ( $n=12$ ).

**FINDINGS:** For participants in the ED course, paired-samples t-tests showed statistically sig-



nificant reductions in scores from pre- to post-class on internalization,  $t(40)=2.93$ ,  $p<.01$ ; social comparison,  $t(40)=3.50$ ,  $p<.01$ ; appearance schematicity,  $t(40)=3.74$ ,  $p<.01$ ; self-objectification,  $t(40)=4.22$ ,  $p<.01$ ; surveillance,  $t(40)=2.14$ ,  $p<.05$ ; control beliefs,  $t(40)=2.86$ ,  $p<.01$ ; body dissatisfaction,  $t(40)=2.85$ ,  $p<.01$ ; body checking,  $t(40)=2.56$ ,  $p<.05$ ; and disordered eating,  $t(40)=2.70$ ,  $p<.02$ . Reduction in shame was not significant. In addition, participants' knowledge of eating disorders improved significantly,  $t(40)=-4.13$ ,  $p<.001$ . However, when compared to the control class using a 2 (ED vs. control class) x 2 (pre- vs. post-class), there were few statistically significant between-group differences on the factors related to eating disorders, and in fact, reductions in these factors were almost identical across condition. In addition, there was a trend for the group x time on interaction such that the experimental group had a reduction in body shame while the control group had an increase,  $F(1,50)=3.54$ ,  $p=.067$ , as well as on appearance schematicity, where both groups decreased but the experimental group decreased by more,  $F(1,50)=3.56$ ,  $p=.065$ . The ED class did gain significantly more knowledge than the control course,  $F(1,50)=18.86$ ,  $p<.001$ .

**DISCUSSION:** Although the initial results from the ED class findings are encouraging that the course was helpful in reducing risk factors for disordered eating, implications of the control group comparisons will be discussed.

**Dominika Ochnik**, Katowice School of Economics, Poland; **Eugenia Mandal**, University of Silesia in Katowice, Poland

### **Do single women feel more physically attractive than single men? Body appearance self-esteem predictors in never-married single men and women.**

**BACKGROUND:** Physical attractiveness plays a vital role in mate selection preference (Buss, 2015). Studies show that women have a higher level of dissatisfaction with their body appearance than men (Cash, Ancis, and Stachan, 1997), although male body image concerns are strong as well and often unrecognized (Pope, Phillips, and Olivardia, 2000). Nevertheless, generally, men score higher than women in Body Appearance (Fecenec, 2008).

**METHOD:** The aim of the study was to reveal differences between single men and women in body appearance predictors. The study involved 196 never-married childless men and women over 30 years old ( $M_{age} = 36$ ). Methods used in the study were: The Multidimensional Sexuality Questionnaire (Snell, 1993), Multidimensional Self-Esteem Inventory (O'Brien and Epstein, 1986), The Satisfaction with Life Scale (Diener, et al., 1985), Interpersonal Competence Questionnaire (Buhmester, et al., 1988), Inventory to assess Psychological Gender (Kuczyńska, 1992).

**FINDINGS:** Unlike the results in population, single men had lower body appearance self-esteem comparing to single women. Among single men remaining single over 1 year lowered the feeling of attractiveness, whereas among women being single by chance and because of high expectations mattered. Regression analysis revealed that in single women the predictors of Body Appearance were: sexual anxiety, interpersonal competence in initiating relationships and satisfaction with life, whereas in single men: sexual depression and psychological masculinity.

**DISCUSSION:** Research showed that self-perceived body appearance plays a different role in single men and women, as the lack of long-term (sexual) partner was more threatening to single men's sexuality than women's. In consequence single men tended to assess their physical attractiveness lower than single women.

**Dominika Ochnik, R Rosmus**, Katowice School of Economics, Poland

### **Can I afford to feel attractive? Body appearance predictors in Polish women over 50.**

**BACKGROUND:** The aim of this study was to reveal predictors of body appearance in Polish women in the age above 50. The importance of physical appearance declines across the adult women's lifespan and simultaneously becomes more positive (Tiggemann, 2004). However, in Poland, self-esteem of physical appearance decreases with age among women (Fecenec, 2008).

**METHOD:** The study involved 126 women ( $M_{age} = 61$ ). The methods used in this study encompassed: Body Appearance subscale of Multidimensional Self-Esteem Inventory (MSEI)(O'Brien, Ep-

stein, 1986), Satisfaction with Life Scale (SWLS) (Diener et al., 1985), and Satisfaction with Various Spheres of Life Scale.

**FINDINGS:** The level of Body Appearance was average among the research group. The predictors were: satisfaction with financial sphere of life, satisfaction with life in the past, level of education, and physical activity within last 6 months. Mature women felt more physically attractive when they were wealthier, satisfied with life in the past, had lower education level and were more physically active.

**DISCUSSION:** The financial aspect of life turned out to be the strongest predictor of body appearance among Polish women over 50. Such findings can be partially explained by the economic situation of elderly women in Poland but also by gender differences as generally financial sphere is related to physical attractiveness in men. Therefore, Polish women in the age above 50 tend to assess their own attractiveness based on stereotypically masculine category.

**Nicole Paraskeva, Diana Harcourt, Philippa Diedrichs**, University of the West of England, United Kingdom

### **An experimental study examining the impact of exposure to cosmetic surgery advertising on women's body image and intentions to undergo cosmetic surgery.**

**BACKGROUND:** There have been calls to regulate cosmetic surgery advertising from health professional organisations and advocacy groups due to concerns about increasing uptake of elective cosmetic surgical procedures that are often accompanied by substantial financial, medical and psychological costs. To date, the impact of cosmetic surgery advertisements on body image and intentions to undergo cosmetic surgery has not been examined experimentally.

**METHOD:** British women (N=193) were randomly assigned to view one of four advertisement conditions: cosmetic surgery advertisements with models, cosmetic surgery advertisements without models, beauty product advertisements with models, and beauty advertisements without models. Participants completed validated measures of state body dissatisfaction pre- and post-exposure, and post-exposure measures of intentions to undergo cosmetic surgery, internalisation of appearance ideals and appearance comparisons.

**FINDINGS:** Women exposed to advertisements featuring models reported significantly greater body dissatisfaction post-exposure compared to women exposed to advertisements without models. No differences in body dissatisfaction emerged between cosmetic surgery and beauty product advertisements with, and without, models. There were also no differences between conditions on intentions to undergo cosmetic surgery. Internalisation of appearance ideals and appearance comparison tendency did not moderate these effects.

**DISCUSSION:** Compared to exposure to beauty product advertising, exposure to cosmetic surgery advertising did not result in increased state body dissatisfaction and intentions to undergo cosmetic surgery. Future research should examine the effect of cumulative, longer-term exposure to cosmetic surgery advertising, in order to further guide policy makers towards the most effective strategies involving this form of advertising.

**Susan J Paxton, Emily Ballard, Karen Gregg, Stephanie Damiano, Eleanor H Wertheim**, La Trobe University, Australia

### **Like father, like son: Support for a gender-linked model of body image attitudes in 5-year old boys.**

**BACKGROUND:** Despite increasing recognition that body dissatisfaction can be a problem for boys, very little is known about the early development of body image attitudes in boys. In particular, relationships between body image attitudes of young boys and their parents' body image attitudes have received little attention. This research investigated cross-sectional and prospective parental predictors of 5-year-old boys' desire to be thinner or bigger, and positive and negative body size stereotypes.

**METHOD:** Participants were 117 boys, 114 or their mothers and 85 of their fathers. Assessments were made when boys were 4- and 5-years-old. Boys' desire to be thinner or bigger, and positive

and negative body size stereotypes were assessed in a play-based interview, and parents' body dissatisfaction, internalization of media and athletics ideals, dietary restraint, and concerns about sons' weight were assessed by self-report questionnaire.

**FINDINGS:** At 5-years-old, boys' greater desire to be bigger was associated with greater fathers' body dissatisfaction and dietary restraint. In addition, boys' thinner positive body size stereotypes were associated with greater fathers' body dissatisfaction, dietary restraint and concerns about son's weight. At 5-years-old, boys' thinner positive body size stereotyping was prospectively predicted by their fathers' greater body dissatisfaction when boys were 4-years-old, after controlling for boys' positive stereotypes at 4-years, with fathers' body dissatisfaction accounting for 7% of variance. There were no cross-sectional or prospective relationships between mothers' and their sons' body image and body size stereotype variables.

**DISCUSSION:** These findings suggest that fathers' but not mothers' body image attitudes are associated with 5-year old boy's body image and body size stereotypes. Although causal relationships cannot be confirmed, these data suggest the possibility of gender-linked transmission of body image attitudes to young boys. They also suggest the need to include fathers in prevention initiatives for body image concerns in this age group.

**P Charlene Pell**, Facing Forward, Inc. USA; **Samantha Martin**, University of North Carolina – Charlotte, USA

### **The ramifications of excluding children with visible differences and disabilities in children's picture books in America.**

**BACKGROUND:** For most children, their first exposure and knowledge of someone with a disability or visible difference is in a book. Therefore more picture books need to be written about children with visible differences. Characters with visible difference need to be depicted as intelligent, strong, and independent. Armour found that all children need access to narratives that represent their various backgrounds as well as enrich and enlarge their understanding of other backgrounds. Perini (2002) explains that sharing children's books with students can provide opportunities to call into question the traditional, prevailing beliefs and views people hold of themselves and of others. Children with visible differences are often stigmatized and face much psychosocial adversity. Social attitudes and beliefs have a direct impact on the development of these individuals (Saman). Social norms are shaped and influenced by the physical depictions of "good" and "attractive" in various media including literature. There is serious shortage of quality books that characterize children with differences in a positive manner.

**METHODS:** We examined articles related to this topic on the internet, Amazon.com, and visited a local library and Barnes and Noble to review all books containing children with disabilities. We examined the research and findings of Emmerson, et.al.; they collected every book that they could find through contact with publishers and literary associations. For the purpose of this study, we used Garland-Thomas' definition of disability which includes acquired physical differences, temporary and permanent injuries, and a wide range of bodily characteristics considered disfiguring, such as scars, birthmarks, unusual proportions, or obesity.

**FINDINGS:** Brenna and Associates found that from 1994 to 2014, only 29 texts were published that depicted a character with a disability. We found three books that were part of a series called the Special Stories Series, which are designed to teach children about other children who are differently abled in a positive and informative way. The Library's Catalogue revealed 68 more books that illustrated a child with a disability. Rubin and Wallace argue that there is a disability bias in children's literature.

**DISCUSSION:** The few children's books that contain a character with a visible difference or disability do not accurately represent individuals with visible differences and disabilities.

**Jess Prior**, **Helen Giddens**, **Helena Efchi Michalacopoulos**, Kingston University, United Kingdom

**"Your daughter she wears that... and what is it?" Exploring parental experiences of raising a child with Xeroderma Pigmentosum.**

**BACKGROUND:** Xeroderma Pigmentosum (XP) is a very rare inherited condition with a worldwide incidence of 1:250 000 live births. Patients are unable to repair DNA damage that has been caused by ultraviolet light, have photosensitivity, and an incidence of skin cancer that is 1000 times higher than others (Webb, 2008). Some affected individuals also have problems involving the nervous system or progressive neurological conditions. Very little is known about how families live with a child with XP. This presentation reports preliminary findings from a qualitative study of 9 families (17 participants in total) in which a child had been diagnosed with Xeroderma Pigmentosum. We aimed to explore parental perspectives of living with a child with XP.

**METHOD:** Semi-structured interviews were conducted with families attending an 'owl camp', an event for children and families with XP organised by the UK XP support group. Interviews were conducted with a parent, or using dyadic interviews with two parents, or with a parent and child, or family group.

**FINDINGS:** The interviews were transcribed and analysed by the research team using Thematic Analysis (Braun and Clarke, 2006). The analysis, in progress, has revealed the significance of appearance for children with XP, who have some visible differences, but also differences that are invisible to others. We consider parental reflections on how their parenting has adapted from pre-school to adolescence, whilst still incorporating protection from UV into daily life. Parents describe the importance of finding a philosophy on life and a balance between protecting the child and living life. Other themes include the importance of maintaining a 'normal' family life, improvising and adapting, becoming resourceful, and dealing with interactions with the public. We consider the powerful discourses on normalisation of family life, and how these families adapt to, and live with, a family member with XP.

**DISCUSSION:** There are important implications from this study for supporting the family as a whole when the child has XP, and understanding how these families negotiate life, and adapt to life with the developing child, whilst living with a family member with XP.

**Virginia Ramseyer Winter**, University of Missouri, USA; **Elizabeth O'Neill**, University of Kansas, USA; **Sonya Satinsky**, University of Massachusetts-Amherst, USA

### **Body image and subjective physical health: Results from two studies.**

**BACKGROUND:** Measures of body image have predicted variance in mental and sexual health outcomes in women but few studies have explored relationships with measures of subjective physical health. As perception of physical health may impact engagement in a range of risk and protective behaviors, this study investigates the relationship between body appreciation and subjective physical health with two samples of adult women.

**METHOD:** Both samples were collected cross-sectionally via online surveys. Study 1 utilized a community-based sample of women (N = 509, M age = 30.38). Study 2 utilized a collegiate sample of women (N = 399, M age = 20; age range 18-25). Measures in both studies include the Body Appreciation Scale (BAS; M BAS Score for Study 1 = 3.62, SD = 0.70; M BAS Score for Study 2 = 3.73, SD = 0.68), subjective physical health status (excellent, very good, good, fair, and poor), and Body Mass Index, as a measure of body size. We conducted multinomial logistic regression with both samples.

**FINDINGS:** BAS Score was significantly related to subjective physical health status in both samples of women, with higher body appreciation related to better subjective physical health. In Study 1, BAS Score was significantly related to a greater likelihood of reporting excellent/very good (OR = 3.17,  $p < .001$ ) and good subjective health (OR = 1.93,  $p = .014$ ) when compared to fair/poor subjective health. In Study 2, BAS Score was significantly related to a greater likelihood of reporting excellent (OR = 14.33,  $p < .001$ ), very good (OR = 6.37,  $p < .001$ ), and good subjective health (OR = 3.11,  $p = .004$ ), compared to those who reported fair/poor subjective health. Additionally, BMI was significantly inversely related to subjective physical health in both studies and in Study 1, age was significantly inversely related to subjective physical health.

**DISCUSSION:** These two studies are among the first to explore relationships between body appreciation and subjective physical health status. Using two different samples of women, we found that body appreciation was predictive of how women described their physical health. This provides further support for the importance of interventions that seek to improve women's body image,

as this may be related to an improvement in subjective physical health, which may impact both mental wellbeing as well as a range of health behaviors in this population.

**Virginia Ramsey Winter**, University of Missouri, USA; **Meghan Gillen**, Penn State Abington, USA

### **Exploring relationships between body appreciation and communication about sex.**

**BACKGROUND:** Previous research has shown relationships between body image and risky sexual behavior (Woertman and van den Brink, 2012), but few studies have explored the relationship between body image and communication about sex, a behavior that can protect individuals from unintended pregnancy and sexually transmitted infections (STIs). We hypothesize a positive relationship between body appreciation and communication about sex, as higher levels of body appreciation can also mean greater comfort talking about one's body and protecting it from harm. This study explores the relationship between body appreciation and communication about sex among a sample of emerging adult women.

**METHOD:** Using a cross-sectional design, participants were recruited from community colleges and 4-year universities in the United States to participate in an online survey (N = 399). The sample included young women (M age = 20.15, SD = 2.04) with a mean BMI of 23.66 (SD = 4.09). The majority of the sample identified as White (81%). Measures included the Body Appreciation Scale, and the Sexual Health Inventory Talking About Sex Subscale.

**FINDINGS:** We performed one linear regression where communication about sex was regressed on body appreciation, BMI, and race. The regression model accounted for 9% of the variance in communication about sex ( $R^2 = .09$ ). Body appreciation was a significant predictor ( $b = .328$  ( $t[350] = 5.40$ ),  $p < .001$ ; 95% CI = .208 - .447;  $\beta = .288$ ) while holding race and BMI constant; higher body appreciation was related to higher levels of communication about sex.

**DISCUSSION:** This study is one of the first known studies to explore the relationship between body appreciation and communication about sex. The findings suggest that higher body appreciation may be related to better interpersonal communication with sex partners. Higher body appreciation may allow women to discuss their bodies and sex with their partner in a way that is not comfortable for women who experience less body appreciation. Thus, it is possible that interventions that seek to improve body image may also lead to improvements in communication about sex, which can prevent unintended pregnancies and STIs.

**Christine Ramsey-Wade**, University of the West of England, United Kingdom

### **Group poetry therapy for clients recovering from anorexia: An interpretative phenomenological analysis of client experience.**

**BACKGROUND:** Poetry therapy, also known as bibliotherapy or therapeutic creative writing, is an arts-based therapy which uses creative writing or published literature for therapeutic means. It overlaps and complements the field of expressive writing, while containing many distinct features as a psychotherapeutic intervention. Often offered in a group format, this intervention lends itself well to a hospital environment and clients recovering from anorexia nervosa, as it helps to reconnect clients with a range of vocabulary around emotional experience, and provides a supportive space where they can articulate their complex and conflicting experiences of recovery. The majority of books and articles on the topic consist of anecdotal, first-person accounts of clinical practice, with speculation around the processes that may be at work. While the consensus of expert opinion around the benefits of poetry therapy may not be misplaced, more empirical research is needed to evidence the potential impact of this intervention for new audiences.

**METHOD:** In this qualitative study, 5 – 10 participants who have had experience of a poetry therapy group while in treatment for anorexia will be invited to take part in semi-structured interviews. Interviews will examine their experience of the intervention, both in terms of what was helpful and unhelpful and how these effects took place. Transcribed interview data will be analysed using Interpretative Phenomenological Analysis to examine the first-person, lived experience of this intervention and to give voice to members of this vulnerable group and their recommendations for

commissioners.

**FINDINGS:** This project is a work in progress and the poster will present the initial themes from the analysis at the time of the conference.

**DISCUSSION:** Poetry therapy, like other art therapies, may be a useful addition to the range of interventions that can be offered to clients recovering from anorexia in day patient or inpatient clinics, where there is a particular need for new treatments. The case for and against poetry therapy as a well-matched arts-based intervention for this client group will be reviewed in light of the project findings, with suggestions for further research.

**Catarina Rebelo-Neves**, Universidade Nova de Lisboa, Portugal; **Sara S Dias**, ESS-IPLeiria, Portugal; **Carlos Amaral Dias**, Instituto Superior Miguel Torga, Portugal; **Jorge Torgal**, Universidade Nova de Lisboa, Portugal

### **Acne from psychological effects - micro - to effects on public health – macro.**

**BACKGROUND:** In psychotherapeutic clinic, patients without visible Acne marks, report this with great emotional charge, even when occurred years before. Acne impact - how Acneic subjects deal, what they think; what dermatologists believe. The present work is part of an investigation towards a program for the promotion of skills to deal with Acne and its effects.

**METHOD:** The original inventory of beliefs, behaviours and treatment - ICA - demographic characterization, questions on Acne-related beliefs, behaviours and treatment, was applied to a convenience sample, university students and dermatologists.

**FINDINGS:** Agreement on Acne causes and impact: "... a combination of factors"; "... changes the wellbeing"; "... is a health problem ... can be treated ...". Most respondents agree, though opinions are divided: - "There is a hereditary predisposition ..."; - "... hormonal changes"; - "... excess of skin oiliness"; - "Squeezing pimples ..."; - "... sun improves ..."; - "... strategies ... change ... age"; - "... strategies ... change ... gender". Most respondents "disagree" or "disagree more than agree" with: "chocolates or dairy products ... cause ... ". There is less homogeneity in ... : " ... stress, anxiety and nervousness"; " Having ... early age ... more seriously than at an advanced age"; " ... affects ... women more seriously than men". Finally, no consensus: "... psychological and hormonal factors".

**DISCUSSION:** The need of further studies on the impact of Acne in patient's quality of life and great interest in promoting a close collaboration between dermatologists and psychology.

**Matthew Ridley, Nichola Rumsey, Amy Slater**, University of the West of England, United Kingdom

### **"Everybody's different so nobody's different": Exploring adjustment in adults affected by cleft lip and/or palate.**

Cleft lip and or palate (CL/P) is the most common congenital craniofacial condition, affecting around 1 in every 700 births worldwide. Research predominantly focuses on infants and children, whilst less is known about the factors that contribute to long-term adjustment in adulthood. A qualitative approach was employed. Adults were interviewed over the telephone using a narrative, life story approach with the aim of gathering rich personal narratives pertaining adjustment. Data were analysed using inductive Thematic Analysis. Preliminary findings identified a number of themes relating to adult adjustment including not wanting to be defined by appearance, self-concept, attribution (locus of control), childhood experiences, support networks, disposition, acceptance vs. change (paradox), and resilience. Findings indicate the need for further research on resilience, particularly in clarifying a definition for resilience specific to the cleft population, as well as further investigation into the factors that contribute towards resilience.

**Sarah Riley, Alison Mackiewicz**, Aberystwyth University, United Kingdom

**The Helen Mirren effect: Older sexually active women's negotiations of contradictory discourses of older women's sexual attractiveness.**



**BACKGROUND:** Developments in culture, health and technology are having a significant impact on young women's sexual subjectivities that, framed within a postfeminist sensibility, conflate appearance concerns with new sexual subjectivities in complex and often contradictory ways. But, what of older women? The postfeminist address celebrates a youthful 'sassy' and 'up for it' sexuality predicated on consumer oriented beauty practices. This address has the potential to be expanded to older women as in the 'sexy oldie' discourse, itself facilitated by developing technologies such as HRT. But older women may also be 'othered' by postfeminism, evident in discourses that associate the aging sexual female body with disgust, and the absence of, for example, marketing that targets other technologies such as sex toys at older women. This paper explores older women's negotiation of postfeminist sensibility in relation to their sexuality, further asking how these issues play out in a rural context where people may live in close communities.

**METHOD:** A multi-phase qualitative study that employed 7 interviews, 2 focus groups and blog posts with older women (50-75 years) living in rural communities. Results: our sexually active participants positioned postfeminist sensibility within the realm of young women. Being sexy and its associated appearance concerns were constructed as irrelevant. Instead, sexual agency and attractiveness were reframed through notions of elegance, what we call the 'Helen Mirren effect'.

**DISCUSSION:** The paper expands analysis of postfeminism to include older women's sexuality and shows some of the discursive techniques older women can use to produce a positive sexual identity within the context of a youthful scopic economy.

**Nicole F Roberts, William Pickett**, Queen's University, United Kingdom

### **Examining body image among Canadian adolescents: Relations with health inequalities, physical activity levels and sedentary behaviours.**

**BACKGROUND:** The purpose of this research was to examine Canadian adolescents' perceptions of body image, and profile these perceptions by socio-demographic factors (sex, age, ethnicity, socioeconomic status (SES) and immigrant status) that were hypothesized to result in health inequalities. In addition we investigated whether perceptions of body image are related to adolescents' physical activity and screen time.

**METHOD:** This research used cross-sectional and longitudinal data from the Health Behaviour in School-Aged Children study. To determine any health inequalities present, chi-square tests were performed that included more than 29,000 adolescents grades 6 to 10. To investigate the associations between body image, physical activity and screen time, multi-level modified Poisson regressions were conducted on approximately 17,000 grades 9 and 10 adolescents.

**FINDINGS:** Health inequalities were found among both sexes. As age increased so did rates of body dissatisfaction. East and South East Asian males and Arab and West Asian females had the highest rates of body dissatisfaction, and African American males and Latin American females the lowest rates. Dissatisfaction was high among adolescents with low SES. Immigrants were more body satisfied than adolescents born in Canada, although this was significant only among females. When examining the relationships between body image, physical activity and screen time, no association was found between body image and physical activity for females. For screen time, females that described themselves as 'too fat' had a 22% increased risk of being sedentary compared to those who were satisfied with their bodies ( $p < .0001$ ). Males who described themselves as 'too fat' were at a 16% increased risk of being physically inactive ( $p < .0001$ ) and a 12% increased risk of being sedentary ( $p = 0.0108$ ) compared to their body satisfied counterparts.

**DISCUSSION:** The prevalence of body dissatisfaction continues to be high among adolescents. Certain socio-demographic factors make groups more likely to be body dissatisfied, which is important to understand in order to target the contents and delivery of health promotion messages that encourage body satisfaction. Body image also plays a role in adolescents physical activity and screen time which is key as rates of physical inactivity and sedentary behaviours have increased. Body satisfaction is important to consider when examining ways to increase physical activity and decrease screen time.

**Rachel Rodgers, Alexandra Convertino, Alice Lowy, Adriana Jodoin, Stephanie Long, Debra Franko, Louis Kruger**, Northeastern University, USA

## **The effects of digital retouching: An evaluation of an industry-initiated advertising campaign without digital modification.**

**BACKGROUND:** The exposure to unattainable thin body ideals presented by the media has a well-documented negative effect on vulnerable young women's body satisfaction. The use of images that have not been digitally modified might mitigate these deleterious effects. Recently, a company began exclusively using images in their advertising campaign that had not been digitally modified. Thus, our goal was to examine whether, among young women, exposure to unmodified images taken from this new advertising campaign was less deleterious to body image and mood than exposure to digitally modified images, taken from a previous advertising campaign from the same company. Preliminary qualitative data regarding young women's attitudes towards the use of unmodified images were also obtained.

**METHOD:** A sample of 200 female undergraduates, mean age = 19.57, was randomly allocated to view advertisement images that were either modified or not modified. Participants reported on pre- and post- exposure state body image and negative affect and completed measures of social comparison. In addition, another small group of students (n = 30) was invited to participate in individual interviews focusing on attitudes towards the use of unmodified images to gather qualitative data.

**FINDINGS:** While no effect of the type of image was found within the entire sample, findings revealed that among participants with high appearance comparison scores, those viewing the retouched images reported a greater decrease in body satisfaction post-exposure compared to those viewing the non-modified images ( $p = .04$ ). No differences emerged, however, in terms of the effects of exposure on negative affect. Findings from the interviews revealed that most participants expressed a preference for the unmodified images, and some even reported improvements in state body satisfaction after viewing these images.

**DISCUSSION:** These preliminary findings suggest that the use of unmodified images in advertising would be desirable. Specifically, among individuals with high tendency to compare themselves against media images, advertising campaigns using unmodified images could potentially be less deleterious to body image, reducing this important risk factor for eating disorders. Working collaboratively with industry to evaluate, and, if warranted, support such initiatives may contribute to changing the thin-ideal media environment.

**Rachel Rodgers, Russell DuBois, Suhair Asi, Paula Cutrim**, Northeastern University, USA; **Ludger Hartley**, Bangor University, United Kingdom; **Daniel McDonald, Olenka Olesnycky, Spencer K Lynn**, Northeastern University, USA

## **Body-image concerns mediate ability to learn to correct misperceptions of body image.**

**BACKGROUND:** Body image concerns are a core component of eating disorders and are highly prevalent among young women. Furthermore, while body image concerns are recognized as having perceptual as well as cognitive and affective components, the perceptual components are not well understood. The aim of the present study was to explore body image perception within a learning and decision-making framework to examine the relationship between body image concerns and the capacity to learn to categorize images of bodies that span a continuum of body weight, from underweight to overweight.

**METHOD:** A set of 8 computer-generated female body images was created representing Body Mass Index (BMI) from 18 to 35. Female participants (n = 18 to date) were asked to judge these images, presented in random order, as "underweight," "healthy weight," or "overweight." Based on the WHO BMI cut-off points, participants' responses were classified as correct or incorrect and participants gained or lost points accordingly. Participants also completed self-report measures of body image and eating concerns, and objective BMI was obtained.

**FINDINGS:** As expected, the images bordering the healthy-weight range (i.e., the underweight body and the smallest of the overweight bodies) were the most difficult for participants to learn to correctly categorize. Nonetheless, a number of body image and eating concerns influenced this general pattern. High body dissatisfaction was associated with being better at learning to

recognize the healthiest of the overweight bodies as overweight ( $r = .50, p < .033$ ) and worse at learning to recognize the underweight body as underweight ( $r = -.45, p < .064$ ). Thus, body dissatisfaction was associated with difficulty correcting one's perception of underweight body image. Participants' own BMIs did not influence their responses however.

**DISCUSSION:** These preliminary findings provide support for examining body image concerns within a perceptual learning and decision-making framework, and suggest that inter-individual differences in body image perception are associated with cognitions independently of personal body weight. Furthermore, the computer-based task developed in this study displays a high potential as a behavioral measure of body image concerns, which would fill an important gap in available implicit measures of body image concerns.

**Sophie Smailes**, Manchester Metropolitan University, United Kingdom

### **I don't want to be a 'good girl' - fractured fat identities.**

**BACKGROUND:** Women's bodies have been under observation and objectified as part of a normative process of defining and proscribing women's value. Part of this powerful construction is body size and more recently alongside this anti-obesity/anti-fat healthism messages which equate health and fitness with slimness. The spaces in which women are able to fully occupy their bodies in ways that are not punitively dictated in terms of appearance are limited. As a middle aged, fat, white woman I am very much embedded in these constructs and indeed I often attempt to practice the feminine requirement of dieting. The area itself as a site of research is often around what to eat, what not to eat, success stories of dieting and how dieting is a healthy activity. As someone located within this I wanted to explore the contested sites of dieting.

**METHOD:** Autoethnographic methods were utilised to explore cultural practices of dieting and managing weight stigma. Autoethnography allows the researcher to locate their experience as central to providing a window into this cultural phenomena while situating the exploration into the wider academic and research literature discourses on and around this topic. I drew on auto-experiential examples of my own practices to provide insight.

**FINDINGS:** Dieting was found to be a deeply contested and complex site. The conflict between wanting to be healthier and in control of what was eaten, with the resistance to conforming to the objectifying and anti-fat hatred became apparent. Neoliberal healthism messages of responsible slim citizen seemed to war with more feminist responses to the deeply restrictive messages of supposed choice and responsibility.

**DISCUSSION:** The poster will present some of these findings and processes – highlighting the conflict and contestation of feeling trapped within this site – a site where my own choices seem to be unwilling dictated by deeply help sexist objectification processes. There is no definitive answer to this process but rather a reflection of how complicated dieting and weight stigma are, and how my own experience may reflect wider experiences of conformity and resistance.

**Susan Sødal, Synne Heivang, Lajla Schulz**, Centre for Rare Disorders, Oslo University Hospital, Norway

### **School-starters with a Craniofacial Disorder - A model for supplying information to school personnel in Norway.**

**BACKGROUND:** A report published in 2009 by SINTEF, a Norwegian research organisation, identified that pupils with a rare disorder seldom receive adequate follow-up at school. It concluded that teachers receiving a pupil with a rare disorder require more information regarding the pupil's diagnosis and special requirements. As a result of the report, Centre for Rare Disorders decided to develop a national course for school personnel. The course should include information on the relevant rare diagnoses of the school-starters involved, and how best the teachers and other school staff could prepare for meeting these pupils and their needs. It should also be cost-effective, minimise the need for participants to travel and be easily understood by all levels of staff.

**METHOD:** We decided to base the course on self developed e-learning modules, and video-conferences. The first e-learning course was developed for craniofacial disorders. Since starting

the course in 2012 we have continually evaluated content and methods. Our present day course consists of self-developed e-learning courses and video conferences. We plan to produce a film in 2016 which will provide psychosocial information. We will also consider producing a Pod cast.

**FINDINGS:** All participants were positive to receiving diagnosis-information before the pupil started school and found it useful to exchange experience with colleagues from other schools. School personnel are better equipped to receive a pupil with a rare disorder and parents report improved dialogue and understanding from school personnel. Video conferences and e-learning enabled increased participation; the course is available to all levels of staff; travel is eliminated, decreasing cost and time spent away from school. The e-learning courses are now openly available on our website.

**DISCUSSION:** We wish to present the course model, including examples from the e-learning course on craniofacial disorders. Positive evaluating and increased participation has given us valuable experience in developing and incorporating alternative learning - mediums. We believe that the model can easily be adapted to meet the needs of other countries.

**Henrietta J Spalding, Elizabeth Noble, James Partridge**, Changing Faces, United Kingdom

### **Improving the knowledge and confidence of health and social care professionals to support patients with the psycho-social impact of disfiguring conditions.**

**BACKGROUND:** Changing Faces, the UK charity supports patients and their families living with the psychological and social challenges of disfigurement and provides training for health and social care professionals to support their patients' psycho-social needs. We aim to raise awareness and support the professionals to identify the signs and symptoms of distress and anxiety that patients may display as a result of an altered appearance and their role in providing psycho-social care for these patients.

**METHODS:** Changing Faces offers evidence-based training for health professionals, developed to support a range of needs and learning styles. The training provides opportunities to explore patients' psycho-social needs and to develop the strategies, processes and resources to address them.

**FINDINGS:** Results from training delivered in 2014 – 2015 have demonstrated significant impact with 96% of professionals reporting that the training was useful to their practice, improving awareness of how and why psycho-social care is vital to patients. Health professionals also stated that the course content was new to them and provided them with practical tools to embed in their practice to better support patients.

**DISCUSSION:** Feedback suggests increased awareness of psycho-social needs of patients with disfigurement and their families leading to improved patient outcomes.

**Nicola M Stock**, University of the West of England and The Cleft Collective, United Kingdom; **Vanessa Hammond, Tina Owen**, South Wales and South West Managed Clinical Network for Cleft Lip and Palate, United Kingdom; **James Kiff**, East of England Cleft Network; **Angela Shanly**, The Spires Cleft, United Kingdom; **Nichola Rumsey**, Centre for Appearance Research, University of the West of England, United Kingdom

### **Achieving consensus in outcome measurement: An example from cleft lip/palate research in the UK.**

**BACKGROUND:** Psychological adjustment to cleft lip/palate is multifaceted and can fluctuate over time and across different situations. Consequently, a comprehensive understanding of adjustment is difficult to capture, and the challenge of achieving consensus among researchers and clinicians regarding key constructs and processes is considerable. Numerous measures have been used in research and clinical audit, resulting in conflicting findings and difficulties in finding evidence of the value of psychological intervention.

**METHOD:** The launch of the world's largest cleft lip/palate cohort study provided an opportunity to standardize data collection across the United Kingdom.

**FINDINGS:** Extensive work based on existing literature and clinical experience resulted in a con-

ceptual framework comprising six key domains of adjustment and corresponding risk/protective factors that are measurable across key developmental time points. Driven by this framework, a core pack of standardized measures has been selected according to psychometric properties, clinical utility, and pragmatic considerations.

**DISCUSSION:** To date, these measures have been implemented within a UK-wide longitudinal cohort study (at diagnosis, 18 months, 3 years, 5 years, and 8 years) and adopted into the national routine clinical audit protocol for cleft lip/palate at age 5. Further data collection points will follow as the cohorts age. Over time, consistency in data collection will allow researchers to address some of the key unanswered questions in relation to psychological adjustment to cleft lip/palate. Utilising a similar collaborative process may be of benefit to clinicians and researchers working with a wide range of multidisciplinary health conditions.

**Tracey Thornborrow**, Newcastle University, United Kingdom; **Jean-Luc Jucker**, Durham University, United Kingdom and Universidad de las Regiones Autonomas de la Costa Caribe Nicaraguense, Nicaragua; **Lynda G Boothroyd**, Durham University, United Kingdom; **Martin J Tovee**, Newcastle University, United Kingdom

### **The influence of television on children's body size perceptions and ideals in rural Nicaragua.**

**BACKGROUND:** In Western societies children as young as six years old want to be thinner and Western media are often implicated in contributing to this desire. Few studies have investigated the relationship between children's body image and media exposure in non-Western populations. The present study considers the body size perceptions and ideals in groups of children in rural Nicaragua who have varying degrees of access to media.

**METHOD:** We predicted that children with higher levels of media exposure would prefer a slimmer body. One hundred and seventeen children aged 6-13 were recruited from villages with and without electricity, and thus with varying levels of media access. Using a novel visual scale, children selected the image nearest to their current, ideal child and ideal adult body size. Media exposure was measured as hours per week of television exposure (TVE). Height and weight were measured to calculate Body Mass Index (BMI).

**FINDINGS:** Children in high TVE groups were significantly more accurate at judging their current body size than those in the low TVE group. Children in the low TVE group wanted to be significantly bigger than they perceived themselves as being, while those in high TVE group did not desire to be any larger. There was a significant difference in ideal adult body size by gender but not by group, with boys wanting to be larger than girls. Regression analyses found that TVE predicted both ideal child and ideal adult body size for girls but not for boys.

**DISCUSSION:** Children who watched more TV were able to perceive their own body size with considerable accuracy, while those who watched less were not so able: Television may be contributing to body size awareness by increasing the number of 'bodies' seen in children's daily lives, or by providing more opportunity for body self-evaluation and comparison. While there were no significant differences between low TVE and high TVE groups with regard to body size ideals, the finding that TVE predicts ideal body size for girls supports previous research which has found that women are more likely to be influenced by Western media's 'thin ideal' than men, and from an increasingly young age. The findings from this study suggest that we could be seeing the very 'beginnings' of Western media influence on children's body size perceptions and ideals.

**Clare Uytman**, **Chris McVittie**, Queen Margaret University, United Kingdom; **Karen Goodall**, University of Edinburgh, United Kingdom

### **"The fact that I've had an amputation doesn't define who I am" Exploring aspects of identity, body image and prosthesis use following lower limb amputation.**

**BACKGROUND:** The findings presented here come from a larger study that investigated the experiences and perceptions both of individuals who have lost a limb and of prosthetists involved in post-amputation rehabilitation. This study allowed for a novel comparison between the experiences of these two intrinsically linked groups. This highlighted a number of areas both of similarity

and discrepancy in their perceptions, understanding and expectations of life after limb loss and the use of a prosthetic device. This paper presents those aspects particularly related to body image and to personal and social identity.

**METHOD:** Fifteen individuals who had previously lost a limb and thirteen prosthetists were interviewed about their perceptions of limb loss and prosthesis use. Interpretative Phenomenological Analysis (IPA) was performed in order to gain an understanding of the subjective experiences of individuals with limb loss and of prosthetists involved in the post-amputation rehabilitation process.

**FINDINGS:** Four key themes were identified: Personal Identity, Social Identity, The Prosthesis and Communication. While these themes were relevant for both groups, divergent understandings emerged in relation to understanding key elements of the post-amputation experience. In particular, the sub-themes of renegotiation of personal and social identity, body image and appearance experienced by individuals, and their priorities for prosthesis use in relation to these differed somewhat to those of the prosthetists.

**DISCUSSION:** The renegotiation of identity following amputation, the redefinition of 'normality' and the priorities for integration of a prosthetic device into daily life form central parts of the experiences of individuals following amputation. Each of these concepts has a direct link to participants' priorities and expectations of the prosthetic device. Divergence in understanding of these issues between prosthetists and their client has the potential to impact on successful rehabilitation. As such, these differences should be explored and considered in terms of implications for clinical practice.

**Szilvia Vas, Rachel Povey**, Staffordshire University, United Kingdom; **Maria Chi**, Cancer Care New York, USA

### **Improving body image after cancer treatments: Assessing the effectiveness of an online mindfulness-based intervention ('me-therapy').**

**BACKGROUND:** Cancer and its treatment can cause serious physical changes. It has been suggested that many of the issues cancer patients face are best dealt with through approaches that emphasize acceptance and non-attachment (Carlson and Halifax, 2011). Originally a face-to-face intervention was designed and implemented successfully in a local treatment centre, and in order to make the programme widely accessible, an online version was developed (called 'Me-therapy') using mindfulness-based exercises and videos to improve body image among people who have undergone cancer treatments.

**METHOD:** To assess the effectiveness of Me-therapy, cancer patients from the UK and the USA have been invited to take part in the online programme. Weekly email support was provided and each participant was asked to complete body image measures online pre- and post-intervention.

**FINDINGS:** To date, 67 (75% female) participants diagnosed with cancer (stage I – IV) have signed up. The pre-test Body Image Scale (Hopwood, Fletcher, Lee and Al Ghazal, 2001) revealed that 95% of the registered participants experienced severe body image disturbance. Among the participants only 7% requested email support and in terms of adherence, the average length of time spent on each session was low (5.57 minutes) compared to average time needed to complete a session (1.5 hrs.). Participants reported that 'the interface is aesthetically pleasing' and 'the sessions are easy to navigate and complete'. However, the completion rates were exceptionally low (3%), only 2 participants completed the full programme and 1 provided post-intervention data. Participants cited reasons for dropping out were: 'busy schedule', 'lack of motivation', 'overwhelmed with work and medical appointments', 'the online format is not for me', 'limited computer-illiteracy' and 'slow Internet access'.

**DISCUSSION:** Preliminary findings suggested that although Me-therapy was an accessible intervention, the lack of engagement and the high level of attrition raised questions about feasibility. Whilst the intention was to utilize an online intervention to improve body image among cancer patients, our results indicated that these patients did not benefit from this intervention. Body image disturbance appears to remain greatly significant for those who received cancer treatments, and because online interventions are widely accessible, therefore future research should identify effective components of computerised interventions.



**Erin Vinoski, Jennifer B Webb, Jan Warren-Findlow, Kirstyn Brewer, Kathryn Kiffmeyer**, University of North Carolina at Charlotte, USA

### **Colonizing yoga: A content analysis of 40 years of advertisements in yoga journal.**

**BACKGROUND:** Yoga has evolved from an ancient Indian spiritual practice into a 27 billion dollar corporate industry. In tandem with this shift, yoga-related print media has been criticized for increasingly promoting the commercialization of yoga and embracing a narrowly-defined thin, lean fitness ideal to represent “the yoga body”. The present study examined the content of advertisements (ads) within a leading yoga lifestyle magazine. Specifically, the present study aimed to: 1) explore female ad models’ sociodemographic and body-related attributes across 40 years of Yoga Journal (YJ) magazine; and 2) analyze the thematic content of ads over time.

**METHOD:** One magazine from each year between 1975 and 2015 was selected for analysis. Two female research assistants independently coded all full-page or larger ads in the selected issues (N=1028) using a systematic coding guide. Coders rated female ad models’ sociodemographic and body-related attributes and the thematic content of the ads. Ads were categorized into four decades. Descriptive statistics, categorical tests of association, and a one-way analysis of variance were computed to address the study aims.

**FINDINGS:** In ads featuring one female model (N=371), 46.6% of models were nonwhite; 57.1% were rated in their 20s and 30s; and over half of the models were rated as underweight (7.3%) or low-normal weight (44.9%). More nonwhite models ( $p=.02$ ) and fewer younger models ( $p=.01$ ) were present in earlier decades. Models in ads that ran during 1985-1994 were thinner ( $p=.03$ ) than models featured in other periods of YJ’s history. Over 70% of ads were for products. More ads for general products ( $p<.01$ ), nutritional supplements ( $p<.01$ ), food products ( $p<.01$ ), and apparel ( $p<.01$ ); and fewer ads for nutritional practices ( $p<.01$ ) and meditation ( $p<.01$ ) were present in the later decades of the publication.

**DISCUSSION:** Our results suggest that ads in YJ indeed reflect a shift from yoga’s traditional philosophies to an increasingly commercialized yoga culture. Further, the female models featured in these ads are less diverse in race/ethnicity and age in the later years of the publication. These findings contribute to our understanding of the socio-cultural factors that influence widespread perceptions of who “does and can” practice yoga (i.e., young thin white women) and that purchasing certain products (e.g., yoga apparel brands) are a requirement for benefiting from the practice.

**Jennifer B Webb, Erin Vinoski, Jan Warren-Findlow, Marlene Burrell, Davina Putz**, University of North Carolina at Charlotte, USA

### **Objectified body competence?: A content analysis of 40 years of female cover images of yoga journal.**

**BACKGROUND:** The ancient mind-body practice of Yoga has witnessed tremendous growth in popularity in the West. Over time this contemporary trend has resulted in the practice being assimilated within the broader fitness culture, which frequently equates health and body competence with a thin, lean female body ideal. We conducted a systematic analysis of body image-related characteristics using female cover models portrayed on Yoga Journal magazine during the 40-year span of 1975-2015. We examined the associations between time and these body image attributes.

**METHOD:** Data were collected from 168 covers which depicted a single female cover model (out of 272 covers during that time span). Two trained female research assistants coded the images using a systematic coding guide to evaluate aspects of the cover model’s perceived body size, body shape, breast size, the amount of body visibility, and the amount of body skin exposed and body shape accentuated via revealing or form-fitting attire. Descriptive statistics and categorical tests of association were computed to address the main objectives.

**FINDINGS:** Over 80% of covers featured at least 3/4ths of the model’s body. Nearly 80% also received an underweight (28.6%) or a low normal weight (51.2%) body size rating; 22% and 58.3% of the covers received a “skinny/boney” or a “thin/lean” body shape rating respectively.

Over 70% of cover models were rated as being “flat-chested” or “small-breasted”. A higher percentage of covers reflecting greater body visibility ( $p < .001$ ), thinness/leanness ( $p = .022$ ), bare arms ( $p < .001$ ), tank top attire ( $p < .001$ ), and leggings ( $p = .033$ ) were featured in more recent years of the publication.

**DISCUSSION:** Findings suggest that the female “Yoga body” reflects a thin, lean fitness ideal, particularly in more recent years. Greater exposure and accentuation of the “Yoga body” in later years also promotes the increased objectification of body competence or functionality. These images may portray conflicting messages between Yoga principles and media representations. This stereotyped representation may also contribute to excluding women possessing greater body size diversity from considering engaging in the practice of Yoga. Future research should investigate the potential health risks associated with internalizing these images.

**Sadie Wickwar, Hayley McBain**, City University London, United Kingdom; **Matthew R Edmunds**, University of Birmingham, United Kingdom; **Daniel G Ezra, Geoffrey E Rose**, Moorfields Eye Hospital, United Kingdom; **Stanton P Newman**, City University, United Kingdom

### **Patients’ expectations of the appearance, clinical, and psychosocial outcomes of orbital decompression surgery for thyroid eye disease.**

**BACKGROUND:** Unmet expectations for surgical outcomes can lead to patient dissatisfaction in the context of rehabilitative surgery for facial disfigurement. This study aimed to explore the expectations of patients due to undergo orbital decompression surgery for thyroid eye disease (TED) and, whether these were met after surgery.

**METHOD:** Semi-structured interviews were conducted at two time points, (1) when patients were listed for orbital decompression surgery and (2) between 4 and 12 months after surgery. Thematic analysis was performed to identify themes within the data. Fourteen patients from an outpatient eye clinic in the UK took part in the interviews prior to surgery and five of these patients were followed up after surgery. Interviews either took place in the research unit at the recruiting site, or in patients’ homes.

**FINDINGS:** Prior to surgery, processes by which patients formed expectations were identified. Areas patients had specific expectations about were also elicited, including: the surgical process, recovery, post-surgical appearance and post-surgical vision. After surgery, the majority of patients felt their appearance and psychosocial well-being had improved and patients were generally satisfied with surgical outcomes. However, dissatisfaction with surgical outcomes was linked to specific aspects of their surgical care, recovery, or appearance that had not been anticipated or expectations that were not met.

**DISCUSSION:** The processes by which patients form expectations, including information found online, or recommendations made by others who have had the surgery, are important and clinicians should be aware of these. Recommendations for pre-surgical consultations include eliciting expectations to ensure these are realistic.

**Heidi Williamson, Martin Persson, Diana Harcourt**, University of the West of England, United Kingdom; **Asa Brinasen, Pia Petersson**, Kristianstad University, Sweden; **Umit Tural, Dilara Yalcin**, Kocaeli University, Turkey; **Daide Dettore, Paolo Antonelli**, University of Florence, Italy

### **Supporting patients with appearance-related concerns: Meeting the training needs of European multi-disciplinary health professionals.**

**BACKGROUND:** Appearance-related concerns resulting from disfigurement or pressure to conform to beauty ideals, indiscriminately affects the mental and physical health of a significant proportion of Europeans. Health professionals (HPs) increasingly face the challenge of identifying and addressing the needs of patients burdened by complex and unique psycho-social issues. Although perfectly placed to ameliorate these issues, UK HPs have reported a lack of expertise. An EU funded consortium led by the Centre for Appearance Research, with partners in Italy, Sweden, Turkey, Lithuania, and the Netherlands is developing a course to address HPs learning needs and improve patient care. Prior to its design, the consortium conducted a study with multi-disciplinary

HPs from partner countries, with the aim of maximizing its relevance and acceptability.

**METHOD:** HPs (n=718, 48% nurses, 30% doctors, 22% allied HP) with 0.2-45 years of experience (M=27, SD=17) completed an online survey and 25 experienced HP took part in one of 5 focus groups. Participants were asked for their views regarding the nature and impact of patients' appearance concerns, including any cultural and ethnic variation; their levels of confidence in key areas associated with detecting and addressing concerns, and their training/educational needs.

**FINDINGS:** The majority (70%) described the impact of BI/appearance concerns across the lifespan, affecting both males and females, that were extensive and resulted from disfiguring conditions, trauma, disability, neurological disease, ageing, weight and shape dissatisfaction. Lack of confidence and knowledge in detecting, discussing and managing concerns were common and typically unrelated to country, experience, role or specialty, although psychologists and those in plastic, cleft and burn care were comparatively more confident in some areas. Themes around the impact of culture and ethnicity emerged. Participants identified a lack of specialist training available and described preferred course content and mode of delivery. 77% wanted further education and 70% wanted access to an accredited course, those declining provided reasons/barriers deterring participation.

**DISCUSSION:** This study provides evidence of the breadth and impact of appearance concern among patients across the EU and HPs desire to increase their knowledge and expertise to improve care. It provides valuable information to guide course content and thus maximise its acceptability.

**Heidi Williamson, Claire Hamlet, Diana Harcourt**, University of the West of England, United Kingdom; **Julia Cadogan**, University Hospitals Bristol NHS Foundation Trust, United Kingdom

### **Evaluating an online psychosocial intervention for young people with a visible difference: Ethical challenges from the YP Face IT study.**

**BACKGROUND:** The Centre for Appearance Research has developed an online intervention for young people (YP) with a visible difference (YP Face IT) and is conducting a NIHR-funded feasibility study to inform a future RCT. Ethical challenges from working remotely with potentially vulnerable YP have arisen and been addressed during this programme of research.

**METHOD:** GPs recruited and screened YPs who self-selected as distressed due to an appearance-altering condition/injury. Participants were randomised to complete YP Face IT independently at home, or to receive treatment as usual (TAU). Psychosocial outcome data was collected online and from the YP Face IT website in response to reflective activities. Exclusion criteria, a protocol to detect and support those with safeguarding issues (including processes for referring participants for higher level support) were evaluated, and data concerning the TAU patients received was collected. GPs, YPs and parents provided feedback on study design and safeguarding processes via telephone interviews.

**FINDINGS:** 47 young people (12-17 yrs) with a range of conditions/injuries, and their parents, were recruited. Despite receiving training, GPs identified personal challenges when discussing 'appearance' with patients and reported bias when identifying potential recruits. Recruitment protocols were therefore changed. Appearance-specific support for those in the TAU group was described as inadequate but nonetheless randomisation to TAU was acceptable. Despite no prior indication during screening procedures, 33% of participants (equal numbers across both groups) were referred to the team's clinical psychologist because they disclosed self-harm (30%), high levels of anxiety/depression or bullying. Of these, 19% required no further intervention, 68% were contacted and advised to seek support from their GP or carer, or letters were sent directly to the GPs (13%). All chose to remain in the study and the safeguarding procedure was approved by parents.

**DISCUSSION:** Findings highlight the difficulties GPs experience in discussing the sensitive topic of appearance, the impact of appearance-related distress on YP, and suggest patients' initial preference to disclose risky behaviours remotely, rather than directly to an adult. Researchers need to ensure that GPs are aware of the impact of appearance-distress and can identify those at risk, and that patients completing remote interventions are monitored and adequately supported.

**Suzanne Winfield, Yvonne Richardson**, Nottingham Trent University, United Kingdom

### **The power of social media to impact positively on body image and champion socio-cultural changes within fashion marketing.**

**BACKGROUND:** Using social comparison theory (Festinger, 1954, Collins, 1964, 2009, Deidrichs, 2011) our research examines the power of social media to generate a debate championing more diverse and realistic representations around body image. There is little research to date into the possible positive effects of social media on body image. Our research with young women of the millennial generation who are heavy users of social media offers an interesting new perspective and is pertinent given the increasingly visual and digital world we live in (Klau 2014). We will consider the positive function that social media could have in facilitating a user generated dialogue around body image and the culture of what constitutes a healthy body image for this consumer and the impacts this might have for fashion brands.

**METHOD:** We employed a mixed media approach using both quantitative and qualitative research methods. We surveyed a cohort of Year 1 female undergraduates studying fashion which confirmed that friends (56%) were more likely to influence perceptions of body image on social media than celebrity (49%). Our qualitative research allowed us to examine the conversations that influenced young women on social media with regard to positive and negative body talk, to establish whether negative comparison was always likely. We also considered whether use of average sized or plus sized models are having an impact on consumers purchase intention.

**FINDINGS:** The interplay between positive body confidence campaigns by brands and enhanced brand affinity led us to identify a cyclical symbiotic relationship between the brand and consumer, with powerful advantages for both. It was evident from interviews with participants who had positive and negative self – esteem that the notion of the 'ideal' body image is still heavily internalised within UK culture. Many participants even with self-reported positive body image aspired to stereotypical 'perfect' bodies despite understanding these were unrealistic and for most unachievable.

**DISCUSSION:** Acknowledging that there is still some way to go to facilitate a greater acceptance of body diversity in fashion and beauty advertising by consumers and brands our presentation will consider whether social media has the power to champion body positivity in the longer term and to secure a shift by brands and fashion marketers to promote greater body diversity that is more than a short-term fad.

**Gili Yaron**, Maastricht University, the Netherlands

### **Matters of appearance: Embodiment and materiality in the everyday life of facial limb amputees.**

**BACKGROUND:** Facial difference due to the amputation of a facial limb (nose, eye socket or ear) does not only affect individuals physically, psychologically and socially, but involves an altered relationship to their face as an embodied phenomenon as well. Moreover: this relationship also includes the usage of medical aids (e.g. prostheses or pads) worn to cover the amputated area. Due to their material qualities, these aids enable and disable their users in particular ways. What role do embodiment and materiality play in the everyday lives of people with facial limb absence? In my paper I will explore this question by discussing the story of 'Laura', a woman who has lost her orbita to cancer, against the background of concepts in Phenomenology.

**METHOD:** Laura was one of the 23 participants I interviewed during my qualitative study into what it means to live with facial limb absence. Her story provides a particularly telling example of the ways in which the embodiment and materiality of the amputated face may act up in everyday life. It thus forms an apt illustration of the themes that emerged during the narrative analysis of the interviews.

**FINDINGS:** The healthy face is mostly absent from everyday human experience – usually, it is only present implicitly in one's sense of self. At the same time, the face forms an important basis for interactions with the world as it allows one to reach outwards through one's sensorial capacities. The atypical face of people with facial limb absence, by contrast, regularly disrupts such interactions. Through such disruptions, it becomes present in affected individuals' own, as well

as in others' awareness. And vice versa: by becoming present, the face disrupts these individuals' immersion in their everyday activities. In order to manage or even avoid such disruptions, people with facial limb absence develop an array of bodily habits that aim to make their face absent again – habits that involve the usage of various medical aides.

**DISCUSSION:** How do Laura's different face and the medical aids she uses become both present and absent in her everyday life? In my paper, I will focus on the sometimes paradoxical nature of this dis/appearance. An understanding of this paradox, and of the embodied and material aspects involved in living with facial difference, I argue, may be of interest for researchers, healthcare providers and patients as they strive to gain insight in and adequately deal with facial difference.







