APPEARANCE MANAGEMENT BEHAVIORS AS THE CONSEQUENCES OF THE BEAUTY STANDARDS ENFORCED BY ADVERTISING

A STUDY OF TURKISH AND LEBANESE FEMALE UNIVERSITY STUDENTS

(Master Thesis)

Arzak MOHAMMED

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Arzak MOHAMMED

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Assoc. Prof. Dr. Mesude Canan ÖZTÜRK

Eskişehir

Anadolu Univeristy Institute of Social Sciences

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FINAL APPROVAL FOR THESIS

This thesis titled "**Appearance Management Behaviors as the Consequences of the Beauty Standards Enforced By Advertising: A Study of Turkish and Lebanese Female University Students**" has been prepared and submitted by **Arzak MOHAMMED** in partial fullfillment of the requirements in "**Anadolu University Directive on Graduate Education and Examination**" for the Master of Arts in **Department of Advertising and Public Relations** has been examined and approved on **22/05/2017.**

Committee Members		**Signature**
Member (Supervisor)	: Assoc.Prof.Dr.M.Canan ÖZTÜRK	.....
Member	: Prof.Dr.Başak SOLMAZ	.....
Member	: Assoc.Prof.Dr.N.Bilge İSPİR	.....

22/05/2017
Date

Prof.Dr.Kemal YILDIRIM
Director
Graduate School of Social Sciences

ÖZET

REKLAMLARIN DAYATTAĞI GÜZELLIK STANDARTLARININBİR SONUCU OLARAK GÖRÜNÜM YÖNTİMDAVRANIŞLARI

ÜNİVERSİTEDE OKUYAN TÜRK VE LÜBNANLI GENÇ KADINLARA YÖNELİK BİR ÇALIŞMA

Arzak MOHAMMED

Halkla İlişkiler ve Reklamcılık

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Damnışman Doç. Prof. Dr. Mesude Canan ÖZTÜRK

Birçok çalışma, medyanın (genel olarak ve spesifik olarak reklamcılık) uluslararası izleyicilerin kafasında kurduğu ve uyguladığı "güzellik efsanesi" nin etkilerini incelemiştir. Bu tez çalışmasında bu etkileri göz ardı etmememize rağmen, bu etkilerin AMB'ler (görünüm yönetimi davranışları) olarak adlandırılan sonuçlarına odaklanılmaktadır. Genç kadınlar, ilan edilen güzellik mitine ulaşmak için çok sayıda AMB'den geçerler. Bu davranışlardan bazıları her sabah okula makyaj yaparken veya çalışırken veya bir gün veya düğün için giyinmek ve / veya haftanın belirli günlerinde spor salonuna katılmak gibi bazen günlük eylemler olarak düşünülür. Öte yandan, diğer davranışlar yeme bozuklukları ve kozmetik ameliyatlar gibi kişinin görünümünde belirgin değişikliğe neden olabilir.

Bu tez araştırması ile, iki ülkedeki AMB'leri incelemek için bir çalışma yapılmıştır: Türkiye ve Lübnan. Spesifik olarak, çalışma AMB'lerin dördünü incelerken; Makyaj ürünlerinin kullanımı, kilo vermenin bir yolu olarak egzersiz yapılması, düzensiz yeme davranışlarına uyum sağlama ve dördüncü yönü kozmetik ameliyatlara girmektedir.

Katılımcılar, 18-28 yaş aralığındaki kadın üniversite öğrencilerinden oluşmaktadır. Genç kadınların (Türkiye ve Lübnan'da) güzellik kavramını gerçekleştirme derecesini ve bunun reklamcılığın uyguladığı güzellik standartlarından etkilenip etkilenmediğini incelemek üzere bir anket formu aracılığıyla anket çalışması yapılmaıştır. Başka bir deyişle, araştırmacı Türk genç kızlarının ve Lübnanlı genç kızların güzellik tanımlarını incelemekte ve akılda bulundurdukları tanımın reklamcılık ile sınırlı olup olmadığını incelemektedir. Bu tez çalışmasında kadın beden imajı ve sosyal karşılaştırma teorisi ve diğer birbiriyle ilişkili yönler de araştırılmaktadır. Böylece konuya daha fazla açıklama getirilmekte ve çalışma belirsiz duruma getirilmekten kaçınmaktadır.

Anahtar kelimeler: AMB, Reklamcılık uygulaması, Beden imajı, Sosyal karşılaştırma, Makyaj, egzersiz, Yeme bozuklukları, Kozmetik cerrahi.

ABSTRACT

APPEARANCE MANAGEMENT BEHAVIORS AS THE CONSEQUENCES OF THE BEAUTY STANDARDS ENFORCED BY ADVERTISING

A STUDY OF TURKISH AND LEBANESE FEMALE UNIVERSITY STUDENTS

Arzak MOHAMMED

Public Relations and Advertising
Anadolu University, Institute of Social Science, May, 2017

Supervisor: Assoc. Prof. Dr. Mesude Canan ÖZTÜRK

Several studies have examined the effects of the "beauty myth" that the media- in general and advertising in specific- has established and enforced in the international audiences' minds. Although here in my thesis study I do not disregard those effects, I focus more on the consequences of those effects, which are called AMBs (appearance management behaviors). Young women undergo a lot of AMBs to reach the proclaimed beauty myth. Some of these behaviors are considered daily acts such as using make-up products every morning to school or to work, or occasional such as dressing up for a date or a wedding party, and/or attending the gym on certain days of the week. On the other hand, other behaviors can lead to drastic changes on one's appearance such as eating disorders and cosmetic surgeries.

Via this thesis research, an attempt is directed to study the AMBs in two countries; Turkey and Lebanon. Specifically, the study will be examining four of the AMBs; the use of makeup products, exercise as a way of losing weight, adapting to disordered eating behaviors and the forth aspect is undergoing cosmetic surgeries.

Participants are female university students' with the age range of 18-28 years. I try through a survey questionnaire to study the extent of young females (in Turkey and Lebanon) realization of the beauty concept, and whether it is influenced by the beauty standards that advertising has been enforcing. In other words, the researcher will be studying the beauty definition(s) of the Turkish young females and in the Lebanese young females and whether the definition they have in mind is limited to the one presented by advertising. Female body image and social comparison theory and other interrelated aspects are also to be investigated in this thesis work. That is to add more clarification and avoid ambiguity to the study.

Keywords: AMB, Advertising enforcement, Body-image, Social comparison, Makeup, exercise, Eating disorders, Cosmetic surgeries.

DEDICATIONS

This work is dedicated to every woman who invests her time, finance and energy in beautifying her mind and heart more than that she invests in beautifying her exterior appearance.

To women in the green fields harvesting the corps, to those in the battlefields defending their homelands and their people. To women who realize that a smile can still happen even when they don't have lipstick on. To all women who their goal in life is more than just makeup brands, or a tight body in a bikini suite.

To all women who are still pure and natural inside out even though they are surrounded by a big deal of "fake" materialism.

They say: "beauty is in the eye of the beholder." As a beholder; I say beauty resembles in my mother's continuous giving and caring heart. Beauty is my family's laughing at my stupid jokes.

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Allah the Almighty said: "And those who strive for Us – We will surely guide them to Our ways. And indeed, Allah is with the doers of good" [Quran] (29:69)

First of all, I would like to thank Türkiye Bursları program for such a life-time experience.

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I thank my family for being such a great support and for pushing me forward my dreams. I thank them for believing in me more than I believe in myself.

02/06/2017

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with "scientific plagiarism detection program" used by Anadolu University, and that "it does not have any plagiarism" whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.



Arzak MOHAMMED

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1. INTRODUCTION

In this thesis research the topic of Appearance Management Behaviors is to be studied. It is an attempt to understand female behaviors-both the daily and the risky behaviors- that they adapt in order to manage their beauty and appearance. The study also attempts to explore the sources that young women follow in order to meet the specific beauty standards they have in mind. However, and most importantly, there is a challenge to recognize whether advertising represents the main beauty source of information or not. In this section detailed definition of the topic will be presented as well as other related definitions. After that, the purpose and the importance of the problem come along. By reading this section, the reader will be able to recognize the reasons and aspects that make the female Appearance Management Behaviors essential to be tested accompanied with other interconnected aspects. Last but not least, expectations, limitations and some important definitions will be explained.

Nancy A. Rudd and Sharron J. Lennon, (2000) state, "You have your looks, your pretty face, and never underestimate the importance of body language" quoted by the sea witch Ursula to the little mermaid Ariel (The Little Mermaid, 1989). Such a statement was not put in the cartoon movie for no reason. On the contrary, it is only a mini part of what a huge notion really is. For young American women, facial attractiveness, thinness, and fitness are what theorize the "beauty myth." The beauty myth is also emphasized by the culture women belong to. Due to that, young females are being more than just encouraged but actually forced into adopting appearance-management behaviors (AMBs) in order to be accepted. These behaviors can range from daily cosmetic use to dangerous surgical operations and fatal eating disorders.

1.1. Problem Definition

It is worth mentioning that the researcher of this thesis could reach a valid definition of the term "Appearance Management Behavior" (AMB) by researching and noting other studies for the topic of AMB and other related topics. The researcher acknowledged several theories and concepts that one can argue about their definitions' similarity and their connection to AMB's definition. In light of those similarities and connections between the certain theories and concepts a definition of AMB could be extracted. For example, the researcher realized that the social comparison theory is the most theory that was mentioned to explain the issue of females comparing themselves to others (to advertising figures). On the other hand, it was also perceived that the

beautification theory plays almost the same role as a female's behavior plays when trying to manage her appearance (AMB). These theories and other interrelated concepts are to be explained in details throughout this literature. A female's Appearance Management Behavior (AMB) is the behavior and/or the procedure that she (regardless of her age, background and culture) would take into consideration in order to come closer to (or to meet) the ideal beauty she has in mind. AMBs can be something a female does every day (or every certain period of time). These behaviors can include dressing or following a certain fashion or trend, the use of cosmetic products, attending the gym and/or exercising in general. On the other hand, Nancy Rudd and Sharron Lennon (2000) in one of their studies called the other severe AMBs that might be dangerous on the female's life and health particularly; risky AMBs. Examples of risky AMBs can be heavy dieting, Binge, the excessive use of laxatives, which would lead to eating disorders. Researchers also include cosmetic surgeries among the risky AMBs of females.

It was comprehended throughout the research of this topic that the main matter to young women's behaviors can be them following whatever it will take so that they meet certain beauty standards. At the very beginning these beauty standards were established by the West for the Western women. With time the Western market started penetrating other international markets in the different regions like what happened in the Iranian market (as it is going to be illustrated later). As a result of that, young females all over the world are blindly managing their appearance based on those assigned beauty standards. On the other hand, what happens is that with time they start realizing how hard (impossible) the mission is. Eventually, they adapt higher levels of appearance management behaviors; from the use of cosmetic products and exercise to eating disorders and cosmetic surgeries. The last two mentioned behaviors-in risky cases-may lead to fatal results. There are other problems also connected to AMBs. They come along with the disappointment of not reaching the targeted standards such as body dissatisfaction, negative body-image, and depression. It is important to mention that there are several AMBs; only four of them are going to be studied. The four AMBs are chosen and divided into two sections; the daily AMBs (use of makeup products and exercise) and the severe or "risky" AMBs (eating disorders and cosmetic surgeries). For more concentration and problem clearance, the study examines the above mentioned AMBs of a young female in two countries; Turkey and Lebanon.

It has been noticed in the research materials sued for this research work that the terms "media" and "advertising" are being used in an exchangeable way. As a result of that, the two terms will be used separately with accordance to the content they are being used in. It will also be noticed that the use of the term "advertising" will be used more than the term "media" especially when the content is more direct and specific. While on the other hand, the term media is used to in more general and broad context.

"*Body Image and Appearance-Management Behaviors in College Women*" by Nancy Rudd and Sharron Lennon (2000) is the only researched source that mentions the exact terminology of appearance management behaviors and discusses the topic in a clear way. In addition to that, the researcher also thought that this article examines a sensitive age of young females in which they tend to take important decisions including shaping their bodies and appearance an idea about beauty and being attractive. This article grabbed the attention of the researcher and was taken as a guide for this research thesis. Not to forget that Rudd and Lennon (2000), consider body-image as an essential element for measuring one's appearance. In addition to that social comparison theory and beautification theory was also mentioned in the paper work. All these elements were taken into consideration by the researcher. When the topic was researched in the Turkish National Thesis Center (Ulusal Tez Merkezi) website, its presence was not proven in the country. It was discussed and worked on in United States and the some of the European countries. Similar studies that would put the topic of AMB in the frame of daily and risky divisions were not approached or met by the researcher. Most of the previous research materials related to the AMBs would study only one (or more) of the behaviors. They also consider clothing and dressing as one of the central AMBs. Clothing was not discussed in the current research.

One metaphoric terminology used in this research was "*going under the knife*". The term was represented by Sandra Beth Doherty in her article Cosmetic Surgery and the Beauty Regime in Lebanon (2008). Doherty used this term to refer to cosmetic surgeries and their possible deadly effects on one's physique and also self.

Body-image is considered one of the main elements indicating whether females are ready materials for adapting AMBs or not. According to researchers, body image is;" a picture of the body and all body-related senses in mind" (Yıldız and Selimen, 2014). Fallon (1990), defines it as the mental image we hold of our bodies, including perceptions and attitudes. The perception aspect refers to the way females "see" their body shape, weight, features, movement and performance. Unlike the perception

aspect, the attitudinal aspect refers to the way females "feel" regarding the mentioned components (body shape, weight, features, movement and performance). Young women trying to reach the declared ideal Body-image is what drives them into risking their lives and health (Rudd and Lennon, 2000, p. 153).

It has been argued that the beauty standards enforced by advertising are really hard (almost impossible) to attain for young females. When it comes to middle-aged women, it gets even harder. Although our study does not target this female category, it has been thought essential to mention a simple clarification of what middle aged women may go through when being stressed upon meeting certain beauty standards. This group of females encounters different physical changes than the younger groups. The authors would like to call them "developmental changes" such as, weight gain, "a redistribution of weight from the lower body to the waist and hips" (Voda, Christy, and Morgan, 1991), in addition to the increase in the "percentage" of the body fat especially by the age of 50 (Rodin, Silberstein, and Striegel-Moore, 1984). As it is well known, these kinds of changes make it harder for them to reach such measurements of the-aimed-for beauty (Slevec and Tiggemann, 2011).

Then comes the "postmodern era" gives the materialistic notion remarkable importance to physical attraction. Postmodernism believes that one's appearance should be a reflection of the self-status and identity. According to Hooks (1992), images of women depicted in the media are being limitedly shown. It was mentioned by researchers in Critical Linkages in textiles and clothing fields: theory, method and practice by Kaiser and Damhorst (1991) that these images are being used as "representation vehicles" of the different categories of females but rather they are being used to represent manufactured images with certain beauty and physical standards that do not represent the majority of women in real life. Michelman (1991) calls such media images "dehumanized" (pp. 203-209). Critically several Western societies; in which men and women, tend to adapt such images as a way of defining themselves thinking they are "real" and can be reached. Some individuals take it to the extreme and undergo "appearance management behaviors" (AMB) that can be harmful to their health and bodies (Rudd and Lennon, 2000).

Fallon (1990) also highlighted that every culture has its own "unique" specifications and definition of beauty and "bodily ideals" and they all together form the ideal body image. However and with time, the ideal body image tends to be thinner and thinner. That is because of the media promoting for "thinner ideal female beauty". As a

consequence of that, being "overweight" (or obese) is being associated with "laziness and lack of self-control" (Stunkard, 1996, pp. 100, 230–236). As women put serious effort in order to reach the ideal thinness, they go through AMBs such as exercise and dieting behaviors. The number of females with eating disorders has been increasing leaving them with anorexia nervosa and bulimia nervosa and other eating disorders (R. Botta, 1999, p. 22). "Thinness" is being overvalued in Western cultures. On the contrary, in the old days, non-Western cultures positively value "fatness" and consider it as a sign of health and "fertility." This explains the big plenty of researches and studies with regards of body-image and thinness in the Western cultures more than in the non-Western cultures (Jung and Lee, 2006, p. 352). However, it is not the case anymore in the Western societies.

All these previously mentioned issues of attempting to hit the proclaimed perfect beauty idea put the biggest possible imagined burden on women including teenagers, and adolescents. These two categories should supposedly at this age mind their studies and physical (biological) changes. In addition to that, adult young females are usually at the right age of achieving their desired careers or/and motherhood phases and aspects. Nowadays, young women go through all of that, plus the procedures of managing their appearance in accordance with what the media and society desires and defines.

As Sengupta expressed (2006) that since advertising started establishing and imposing global beauty standards, beauty definitions got limited into one single definition that has been agreed upon by media and advertising. This specific and one-and-only definition of beauty is considered as the scale that women (have to) follow. The scale is being put based on the beauty measurements. That will be revealed throughout this study. For example, magazines have been one of the main materials for advertising depicting feminine beauty showing women the path to achieve the anticipated beauty. Currie has accused media in general and magazines in specific for creating what it is called "ideology ground" for girls. Currie also enlightened a terminology; "cultural leadership." By this term the author means that the global beauty definition's task is not only generalizing (unifying) beauty standards in women's minds but also in the whole society's mind. This way, the society is going to lead females into these specific agreed on beauty standard (1997, pp. 455–459) (Sengupta, 2006, p. 800).

Women still raise the kids, have a job, and take care of their families from the small details to big decisions. Nevertheless, the Western beauty standards enforced by advertising put an extra burden on them. Women from all over the world, whether East Asians, Africans, Latinos, Arabs, whether they are white or dark skinned, blue eyed or dark eyed, short or tall, all of them still have to invest their finance, time and energy in order to reach the ideal beauty that disregards their original looks; and with the emphasis of this claimed ideal beauty, they must be light skinned, blue (or green) eyed, tall and blond. From here the conflict originates and evolves into adapted behavior(s) that some may be considered costly, and some may be dangerous to one's health, and in most cases, even dangerous to the female's self-definition and identity as it will be viewed later.

1.2. Purpose

In view of the researches and the studies done previously with regards to the beauty standards and advertising, it can be concluded that not enough studies have touched the normal public women's real lives; as being busy, tired, sad and just not on their best look. On the contrary, studies have been focusing on the effects that the media and advertising have on the female audience self-concept and self-(dis)satisfaction. Not that this study disregards these aspects, but it gives more emphasis on the consequences of the pressure put on young females and the processes they undergo in order to get rid of that pressure and try to get their societies' accept them. The study aims to create a solid and vivid understanding to women that there is actually no one particular definition of beauty. And my attempt is to be proven and stressed upon via studying the beauty concept that females nowadays have, uncovering the advertising beauty measurements, and discussing some of the history events that helped in installing that particular beauty definition, in addition to many other supporting ideas and notions that the researcher found important to study and argue over. The reason for choosing Lebanon and Turkey as this study's mediums of comparison is that these two countries are geographically close to one another. It has also been argued that two nations follow the Western fashion and lifestyle. Another reason would be that it has been conceptualized that the number of females struggling with eating disorders is on high rate, also the cosmetic surgery's market is considered a booming one in two countries (as it will be viewed later in the literature review). These were the main motives to put these two countries

under the telescope. As a result of that, research questions of the study have aroused as follows:

1. How close current body image to the ideal one of young females?
2. What is the beauty definition(s) that the Turkish/Lebanese young females have in mind? Is it parallel to one enforced by advertising?
3. Do Turkish and Lebanese females have the similar beauty definition(s)?
4. To what extent do females feel the pressure from advertising to change their appearance?
5. To what extent do young females compare themselves to others they perceive as more beautiful than them?
6. To what extent females are urged to look like sport athletes?
7. How do females perceive the role of cosmetic products (Makeup) in beautifying themselves?
8. How vulnerable young females are to eating disorders?
9. How ready women are to "go under the knife" or to have cosmetic surgeries?

1.3. Problem Importance

The money, time and effort are equipment that people-especially females- have been investing in appearance since ages. Researchers are suggesting that it is not something we can argue about. However, the way and the amount of effort put for such an investment has been altered and increased as new products and beauty philosophies are presented in the international market (Moracco and Camilleri, 1983). These new cosmetic products, philosophies and procedures are repeatedly enforced by media materials (Tan, 1997) and are becoming necessary materials for research. The researcher believes that the topic of female AMB is a topic of high value in itself as it is related to females' body-image, beauty concept as well as their self-identity and physical health. The lack of literature and studies tackling this topic observed by the researcher of the topic of AMB when searched on the National Thesis Center of Turkey was conceptualized as an opportunity of discovery and research.

It is noteworthy to mention that the thesis research "The Effect of Media on Female Adolescent's Satisfaction with Their Body Image" is considered the major guide for the establishment of the research metric. This thesis research was written and worked on by Cynthia A. Cardosi, M.Ed., M.S.S. (2006). Although the topic of this mentioned thesis research examines the effects of the media in relation to female body satisfaction, while

our current thesis research does not study the exact same topic, it still has been identified as highly applicable and into the point with the thesis purposes (more to be explained regarding the formation of the research survey in the methodology part).

The social comparison theory (Fallon, 1990), can be connected to the discrepancy that results when comparing the actual self-image to the ideal desired self. The cognitive aspect is considered very essential for the self (or body) image comparison. Basically there are two types of individuals; those who give low cognitive importance to appearance, and those who give high "cognitive importance to appearance." People with high cognitive level to appearance experience a conflict between their "actual and ideal images" (Jung and Lee, 2006, p. 350).

Brumberg (2000), a historian who works on women's issues, expressed another factor that makes young women go through eating disorders says; it is actually the media and its reinforcement of making modifications in the areas of gender roles and sexual norms. Such efforts lead to "identity development" or even identity alteration resulting into forcing young females to try to reach what is called "physical perfection". Because of the pressure advertising and society put on females' shoulders, females seek acceptance and attention from the society doing disregarding consequences (Rudd and Lennon, 2000, p. 154).

Freeman (1985), argues upon the contradiction between faking beauty and the real "self-recognition." Freeman stresses on the idea that such contradiction might cause a big deal of inner sore and confusion for one self. She also assertively expresses that that every woman has the right to show up the way she wishes to, considering the sense of responsibility of making relatively wise decisions (Rudd and Lennon, 2000, p. 154).

Davis (2013), sees that one of the extreme behaviors that women undergo to be physically attractive is surgeries (specifically facial surgeries). Taking surgeries into account has a broader meaning than just obtaining a better physical appearance. Surgeries might establish a "new" relationship between the female and her own body, and that would result in a new body-image "renegotiation" of that woman. Davis (1995), also argues that these cosmetic surgeries do not solve the problem of females' self-esteem or recognition but instead they interfere in the young female's identity. Bartky (1990), adds that this new identity is what defines a woman's self, her freedom when making decisions and choices in her life in general. And that what would make the situation controversial (Rudd and Lennon, 2000, p. 155).

It is important to realize to what extent women are convinced that they are incomplete when they do not fit into the beauty standards assigned by advertising. It is also important to originate and support a notion of the "beauty you" if I may call it; females beautiful must be observed as the way they are and that they are in fact free from the pressure the media (in addition to that coming from family members, friends, people at school or work); that pressure is actually more psychological than it is tangible.

1.4. Limitations

This study was conducted through a survey questionnaire. The survey was prepared in both English and Turkish. The main model metric and the other used metrics' original language were English. However, and since the official education language in Anadolu University is Turkish, the survey was translated to Turkish for more convenience and accuracy for the students when answering the survey.

Another matter that might be seen as a limitation is the sites the survey was conducted at. The researcher has fulfilled her undergraduate studies in Lebanon at the Lebanese American University and now is doing her Master studies in Turkey at Anadolu University. In accordance to the possible smooth networks and facilitations for the circulation of the study survey in the two universities, the researcher chose these two sites (schools) for the study to take place at.

A missing point in the literature of this research is the disordered eating behaviors issue in Turkey. The same issue could be demonstrated with regards to its facts and dimensions in Lebanon but because of the insufficient information found regarding the same subject in Turkey; this topic was not illustrated in the literature review with regards to its existence in Turkey.

Among the four aspects studied in this research (Makeup, exercise, eating disorders and cosmetic surgeries), there was not enough material to be presented about the exercise aspect as it is one of AMBs examined in the study. The material found was not satisfactory to be offered. In addition to that, in the original matric of the study survey there were not many questions studying the exercise aspect. As a result of that, the reader may recognize more attention directed to the other three AMBs than the AMB of exercise. Therefore, the exercise aspect is not to be discussed in the literature review; and also will be lightly examined in the research survey.

1.5. Definitions

AMB: A female's Appearance Management Behavior (AMB) is the behavior and/or the procedure that she (regardless of her age, background and culture) would take into consideration in order to come closer to (or to meet) the ideal beauty she has in mind. AMBs can be something a female does every day (or every certain period of time).

Appearance investment: the extent to which an individual's attention, thoughts, and actions focus on their looks and define their sense of self "i.e., the importance of appearance to self-worth

Beautification: The behaviors that women follow in their pursuit of the beauty ideology; such as the use of creams, hair removal and dieting.

Body-Image: the mental image we hold of our bodies, including perceptions and attitudes

Social comparison theory: the state of individual evaluating (comparing) themselves to others

Social cognitive theory: claims that a person's behavior originates by watching others' behaviors and that results in a new behavior

Anorexia nervosa: it resembles in a very strict diet and being “underweight"

Bulimia nervosa: it is basically “binge eating and compensatory behaviors such as purging without being overweight”

Binge Eating Disorder: it is an eating disorder characterized by out-of-control "excessive" behavior of the inability to stop eating.

2. APPEARANCE MANAGEMENT BEHAVIORS

According to Bell (1992), when body attractiveness and power have a consensual relationship in any society, females may act upon that relationship and will be taking into account certain appearance management behaviors if they really believe that body attractiveness will give them access to power and privilege in their societies. It is a serious burden; serious to the point that young women, who think that their bodies do not meet the assigned beauty measures, are forced to "normalize" their bodies through beauty procedures. It is also noteworthy to express that in some cases the beauty management behaviors may work well enough fulfilling favored results, while in other cases, they may turn out to disastrous stories, such as felling cosmetic surgeries (Rudd and Lennon, 2000).

Throughout the coming subsections, the concepts that led to the establishment of a definition of AMB are being demonstrated, that is as well as women's behaviors and reactions towards their own cultures (and subcultures). After that, the notion of ideal beauty gets to be revealed from different aspects. On top of that, AMB elements (use of cosmetic products, eating disorders and cosmetic surgeries) are also explained profoundly. It is important for the reader to bear in mind that the exercise element and the eating disorders in Turkey (as mentioned in the limitations part) are not to be discussed in the literature review but will be –along with the other elements tackled and examined in the methodology chapter.

2.1. Definition of AMB and Other Interrelated Concepts

The concept of Appearance Management Behavior is being newly presented as a terminology but not as content. In light of the previous studies and especially similar concepts and theories, a definition for AMB was formed. The researcher could arrive at the following definition for AMB: A female's Appearance Management Behavior (AMB) is the behavior and/or the procedure that she (regardless of her age, background and culture) would take into consideration in order to come closer to (or to meet) the ideal beauty she has in mind. AMBs can be something a female does every day (or every certain period of time). In this thesis work, four elements of AMB are discussed and divided into two parties. Daily (casual) AMBs exemplified by the use of makeup (cosmetic) products and exercise, and the other party is the risky AMBs, those that result in radical change on the female physique, they are represented by eating disorders and cosmetic surgeries. It is well observed that there definitely more than four

elements of AMB. Moreover some studies discuss the elements of AMB separately or just in different divisions. It was considered by this study researcher to collect the most central elements in one research to be examined and presented as a search material. There have been other similar topics to it discussing almost the same ideas and issues. Here we discuss those similar topics that were found throughout the readings and research of this thesis research. *Appearance investment* principally refers to "the extent to which an individual's attention, thoughts, and actions focus on their looks and define their sense of self "i.e., the importance of appearance to self-worth" (Cash, Melnyk, and Hrabosky, 2004). The key behind women's willingness to (highly) invest in their appearance is the connotations that advertising does between a preferred appearance and some other elements such as "happiness, desirability, and (social) status" (Tiggemann, 2005). On the other hand, studies have been elucidating that women who invest heavily in their appearance, are suffering from high body dissatisfaction and disordered eating behaviors (Katz, 2005 McCabe, Ricciardelli, and James, 2007; McLean, Paxton, and Wertheim, 2010 and Slevec and Tiggemann, 2011).

Another concept that is strongly related to AMB is *body image investment*. Females who would invest in their bodies' physical look are usually those who are highly appearance-schematic. According to a study conducted by Hargreaves and Tiggemann (2002) females were shown advertising images (on television commercials) that would test their level of appearance schematicity. It was found that only individuals with certain thoughts and perceptions were negatively affected by the images and reported high levels of dissatisfaction. In simple words, women who had supported beliefs to what the advertising material was showing them were negatively affected (Ip and Jarry, 2008).

Beautification has a lot in common with the main topic of this research paper. Under the umbrella of beautification, researchers are including appearance management behaviors that women follow in their pursuit of the beauty ideology; such as the use of creams, hair removal and dieting. It has been viewed that the biggest chunk of attention is losing weight and shaping the body. For these aims, women adapt disordered eating behaviors and excessive dieting programs beside use of cosmetics. That is because of the original beauty concept emphasizing that a woman has to be thin in order to be beautiful (Boskind-Lodahl, 1976) (Kelson, Kearney-Cooke, and Lansky, 1990).

It has been evidenced through the study that the researchers (Tamar R. Kelson, Ann Kearney-Cooke, Leonard M. Lansky, 1990) have conducted that there is a positive relationship between the public body-consciousness and beautification. That is as a result of the pressure that females encounter throughout their lives by the media and the society strongly driving them into adapting the procedures of beautification (Kelson et al., 1990).

2.2. Female AMB in Accordance to the Nature of a Culture

According to researchers, because it is normal for women everywhere to try to reach the ideal beauty image, appearance management behaviors do exist in every culture and society. Their presence fluctuates from a culture to another based on each culture's ideal beauty image and appearance standards. Additionally, one of the culture's divisions is whether the culture is collectivistic characters or individualistic characters and how this type of cultural trait influences the engagement of women in relation to appearance management behaviors. Western cultures are usually individualistic; promote for a "comfortable" but also competitive lifestyle where individuals pursue for "social recognition". On the other hand, most of the non-Western cultures are collectivistic cultures. They support "cooperation" and "equality" between all the people in a society (Triandis, 1989, pp. 509–511). From here we can understand that these two types of cultures are reflected in people's behaviors including the behaviors and procedures they take in order to manage their appearance. Not that the individualistic culture is neglected here. However, the struggle is real with women from the non-Western cultures assuming that females in the Western cultures are generally individualistic and create fewer struggles for young females in their mission of reaching the ideal beauty. Shedding the light on the collectivistic cultures, women tend to continuously compare themselves to others they perceive as "superior". When a collectivistic culture gives up on its traditional beauty measurements for the Western ones, women of such a culture, after comparing themselves to Western images, struggle in order to reach the Western beauty standards and measurements. As a result of that, these women of the non-Western cultures suffer from negative body-image and high body dissatisfaction. In general, non-Western females are sensitive to certain elements of their appearance such as their body weight, and body shape. In other words, they try to keep their bodies shape (and weight) as close as possible to the Western image. They are also sensitive to other people's judgments on their physical appearance. It is

also worth mentioning that in non-Western cultures that preserve their own beauty perception and ideal traditional appearance women are actually needless of going through excessive appearance management behaviors. Their ideal beauty is traditional and reaching it is not impossible since they already possess the basic measurements and characteristics for it. In the case of the traditional ideal beauty for a collectivistic culture, women in that culture would not report high level of dissatisfaction or low body image (Jung and Lee, 2006).

Susan Bordo (1993) discuses in her researches eating disorders as one of the vital AMBs. However, Bordo does not only blame women for such a dangerous (health) matter but instead she blames the whole society that encourages such a behavior. She argues that a society that inspires females to adapt disordered eating behaviors puts fixed limitations that drive them to pursuit certain beauty standards; however, it also calls for gender role differences. In simple words, individuals who undergo eating disorders- and eventually- suffer and struggle to reach a certain body image are mostly females. In most cases men do not have such a burden. Such an idea leads to "mind-body dualist axis"; which is originally retrieved from the Western culture, it says that women are being judged based on their bodies and men are being judged based on their minds.

According to Pope Jr. et al. (1997, p. 552,553), boys have cultural pressure to be on shape. However, and as the researchers argue, the pressure on boys comes from the sense of encouraging them to have big muscular bodies, while the pressure on females is totally different and much harder to achieve. The pressure is reaching the unreachable ideal beauty. As a result of that, girls tend to suffer from continuous self-dissatisfaction and negative body image perception (Groesz, Levine and Murnen, 2001, p. 2).

Fallon (1990), explained the connection between cultures and "physical attractiveness" and "beauty". In his explanation Fallon did not distinguish between being physically attractive and being beautiful. According to Fallon, in general, females in a culture are expected to be beautiful and/or physically attractive, while males are expected to be physically strong (Jung and Lee, 2006, p. 352).

Even magazines deal with females as a "separate market" than the boys market that is because of the different domains that magazines work on when it comes to gender. The author intends by that, magazines have specific "interest" providing specific

information to certain group of people. Magazines do deal with the two genders separately. In brief, for boys, the information offered would be in regards with pleasure, hobbies, wrestling, or camping. While when it is "womanhood profession" magazine, information- and let's not forget the images inside- flows into topic like beauty, fashion, "heterosexual" romance (Sengupta, 2006).

2.3. Ideal Beauty

The ideology of the thin body has been enforced and re-enforced by several sources are creating a burden that pressures girls to follow the trend. These sources can be family members, school friends, business places, "health care" experts. However, the most powerful and influential source in this case can be the media- specifically advertising. It has been argued that advertising can be more effective and efficient in establishing a "dreamworld of hopes and high standards" for girls to achieve such unreachable body image. That is because the advertising is -unlike social influencers (family and friends)- uses high technologies. These advertising (media) technologies' effectiveness lays on the quality, saturation, and high definition of the images. In addition to that, there is also the creativity and novelty of the ideas used to make the features more catchy and/or credible to the audience.

According to Eric P.H. Li, Hyun Jeong Min, Russell W. Belk, and Junko Kimura and Shalini Bahl (2008), whiteness is one of the most important elements that define beauty. In addition to that, Asian cultures have adapted this notion by both ancient Asian cultures and beliefs and the Western beauty standards extension.

Lightening the skin and what leads to it- from simple lightening creams to cosmetic surgeries- was never a shallow topic. Lately it was viewed that it affects females' lives social wise and career wise, such as "marital prospect, job prospect, and earning potential." Going back in history to the post-colonial era, the Caucasian beauty was a hit and was followed by many other cultures such as the Asian females (Wagatsuma, 1967, pp. 422–428). For example, in Korea the white skin notion had been utilized and strongly followed by the public. The beauty scale regarding skin is flawlessness, free of scars, and off course light (white). These skin beauty criteria have been defined since the Korean dynasty period (Gojoseon Era, 2333-108 B.C.E.). In simple words, white skinned person in Korea is treated with respect. Putting in mind that Koreans are not considered white skinned, Korean females had to go through procedures to lighten their skin. Females used to apply Miansoo; which was a lotion extracted from honey. In

Japan, women are to apply white powder as a sign of preserving moral duty. According to China Daily (2006) in China, the pressure on women is bigger as the level of whiteness has to be "milk-white". Chinese people perceive being white as a beauty character covering for any other ugly traits a female might have. Women in China used to drink pearls in the form of powder under the belief that they would become lighter if they did so (Arif, 2004, p. 589; Leeming, 2001). In India, the lighter the skin the higher the society class it is for the person. Being dark skinned in India was being associated with dirt, and wrongness. Indian women in the south of the country applied turmeric. Even more, in the Hindu the word Kali is the name of a dark-skinned goddess. This goddess is "a symbol of ugliness, cruelty, and destruction". As Isa and Kramer (2003), Russell, Wilson, and Hall (1923) stated with Despite all cultural and belief verities, white skin stays as one of beauty scale attributes that is crucial when defining (global) beauty throughout history (Li, Min, Belk, Kimura, and Bahl, 2008, p.444).

According to the authors what makes white skin a global sign of beauty is advertising fueling the customers' minds with such a notion. From that, the beauty products for lightening and cleaning the skin are considered a great hit in both the global market and the advertising world. And describing light (white) skin as a global aspect of beauty is more than just precise. It goes through the Western cultures all through the Asian cultures and whatever non-white cultures (Li, Min, Belk, Kimura, and Bahl, 2008, p.445).

The *sociocultural theory* indicates that there are three information sources of ideal beauty for females; family, friends, and the media. These three sources together are being called the "tripartite influence model" (Shroff and Thompson, 2006). According to the authors, these three sources enforce ideal beauty that is getting thinner and thinner with time. According to Wolszon (1998), the type of ideal thin body advertising has been repeatedly displaying makes only 5% of the women. Women comparing themselves to these beauty ideals view the difference between their real bodies and the desired body ideals. From here, potential high body dissatisfaction is created. As a result of that, disordered eating behaviors are customized and lead to serious eating disorders that would put females' lives on edge. Another aspect contributes into creating high body dissatisfaction levels is internalizing the thin body as an ideal. According to researches, "the internalization of the thin ideal refers to the extent to which an individual "buys into" societal standards of attractiveness, and it is considered

a necessary prerequisite for any adverse effect on “body image” (Thompson and Stice, 2001). The aspect of internalization along with the social comparison theory work side by side when enforcing a specific notion into a culture, and here in this case they enforce the notion of the “ideal beauty” (Slevec and Tiggemann, 2011).

2.4. Daily AMBs: The Use of Cosmetic Products

Looking attractive and body-beautification are two aspects that females nowadays are aiming for. “Wearing” makeup is considered as one type of beautification. It has been noticed that the wearing cosmetics is strongly “correlated” with women's “public self-consciousness” (Miller and Coz, 1982). Miller and others (Murphy and Buss) use the term as “public body-consciousness” and they define it as the “attention” concentrated on the “visible” aspects of the body (1981). In view of this, a female who is "publicly body-conscious" is usually putting the maximum effort possible for the improvement of her appearance. It has been argued by Theberge and Kernaleguen (1979), that the increased use of makeup products increases women's satisfaction. Apparently the kind of satisfaction women get because of makeup products is concentrated more on the face. Another study conducted by (Cash and Cash, 1982) reported that women's body-dissatisfaction is increased for those who use makeup more than for those who use less (or do not use) makeup products. As the authors explain, it is due to the role that cosmetic products play. It was found that cosmetic products enhance women's satisfaction with their face directing women into think about the other parts of their bodies. Here where women's body-dissatisfaction increases along with them realizing that these other body parts are not fit (attractive) enough (Kelson, Kearney-Cooke, Lansky, 1990).

2.5. Risky AMBs: Eating Disorders

Studies have been reporting the increase of the extent of eating disorders in the past two decades in the Western societies. It has been predicted by Nattiv and Lynch (1994) that at least 1-3 of the Western females have the main symptoms of eating disorders and are ready to develop serious levels of the disorder(s) (Kiziltan and Karabudak, 2008).

Dieting behavior is expected to be adapted the most by young females. It was indicated that the nature of area that young females live in also affects the way they react towards to their body appearance. For instance, in one of the studies females in

Hong Kong have more concerns regarding their bodies than females in rural areas. It is concluded that females in big cities are more venerable to adapting eating disordered behaviors (Lee and Lee, 2000, p. 318) (Jung and Lee, 2006, p. 351).

According to Julie Slevec and Marika Tiggemann (2011), eating disorders are not problem that occur out of a sudden. Researchers put it under the attitudes and behaviors categories. That is because females suffer from eating disorders as they go along with a process starting with a simple concern about body-shape or weight, through skipping a meal, and ending up with disordered eating behavior and the disorder itself. As researchers expressed it might end up with "extreme weight control methods" such as fasting, binge eating, and purging. Add to that, anorexia nervosa and bulimia nervosa as the last stages of the problem "clinically" diagnosed as disorders (Ricciardelli and McCabe, 2004).

While -as it was mentioned above- some researchers consider eating disorders as a physical defect in the behavior, others classify them as mental disorders. Eating disorders are considered among the mental disorders (Ferrer-García and Gutiérrez-Maldonado, 2012; Preti et al., 2009). It was also noticed that they occur along with other mental disorders such as depression and anxiety. Keel and Klump (2003) note that the audience that is vulnerable to eating disorders has two main characters; (1) reports show that the number of females exceeds the number of males in this regard. (2) And women in big "industrialized" cities are the ones willing more to adapt eating disordered behaviors. Furthermore, women in Western cultures, and/or the non-Western cultures that accept the Western beauty standards, are also believed to be easily convinced to adapt these kinds of behaviors. Nasser (1988) explains that it is because the Western culture offers the "culture of thinness" as the ideal that women from all over the world should follow (Zeeni, Safieddine, and Doumit, 2015).

As it is well known; there is more than one type of eating disorders. One of them is Anorexia Nervosa which is defined by very strict diet and being "underweight". Another type of eating disorders is Bulimia Nervosa; it is basically "binge eating and compensatory behaviors such as purging without being overweight" (Association, 2013; Fairburn and Harrison, 2003). Moreover binge eating disorder starts with unusual behaviors and carries on and improves into being an eating disorder. According to Mayo clinic, which is a non-profit organization provides clinical help and recommendations to whoever needs them (http://www.mayoclinic.org/about-mayo-

clinic), binge eating disorder is not a disorder to be underestimated by any side (Unal, 2016). It is to be discussed more in the coming signs and symptoms section.

Since body dissatisfaction has been positively "correlated" to dieting (Allaz et al., 1998; Bennett and Stevens, 1996), likewise it is expected that body dissatisfaction and eating disorders are also positively correlated. Moreover, internalization and body dissatisfaction are also found to be positively "associated" (Forbes et al., 2005; Matz, Foster, Faith, and Wadden, 2002 and Slevec and Tiggemann, 2011).

Although this thesis research is focusing on the females with the age range of 18-24 years old, here we would like to mention and discuss the elder category of 35-55 years. It is a category that did not receive enough research attention. There are plentiful of studies and researches that provide thorough literature with regards to body image and eating disorders of the young female category (18-24 years old category) while disregarding the other older categories. According to American Psychiatric Association (2000), numbers have proved that eating disorders- especially anorexia and bulimia nervosa-are high among adolescent and young adult females. On the other hand, middle-aged women also adapt such behaviors leading to serious eating disorders (Cumella and Kally, 2008; forman and Davis, 2005). The numbers might not be striking. That is because there are not enough studies and researchers dedicated for this specific age group (Slevec and Tiggemann, 2011).

2.5.1. Inducements leading to disordered eating behaviors

Women who report higher levels of BUSC can be considered at high risk of experiencing "maladaptive compensatory behaviors" such as restrictive eating and dieting. As authors (Leahey, Crowther, and Ciesla, 2011, p. 198; Leahey, Crowther, and Mickelson, 2007, p. 135) have claimed that, based on several studies on the "daily diary approaches", it is revealed that females with high body image "concerns" have registered more compensatory exercise and diet. It is important to borne in mind that, BUSCs may lead to all types of appearance management behaviors- from the daily light ones to the dangerous ones. In other words they may result in adaptive, maladaptive and also in avoidance of exercise (LePage and Crowther, 2010, p. 504; LePage, Price, O'Neil, and Crowther, 2012, p. 124). According to Pila et al., (2014), in order to release the confusion, the authors have clarified that having high levels of body image concerns may create both the determination to exercise as well as the avoidance of exercise. The

last one can be a result of low body image that puts women in stress of attending the gym and exercise (Pila, Barlow, Wrosch, and Sabiston, 2016).

According to (Jackson, Sullivan, and Rostker, 1988, p. 430) there is a strong connection between body image and self-esteem; that is if a person has positive body image about themselves they would accordingly have high self-esteem. In view of this, women who have unstable body image are more vulnerable to involve themselves in Appearance management behaviors including the risky ones such as eating disorders. In simple words, several studies have concluded that to predict woman's disordered eating behavior her body image is a must-to-study-item (Lee and Lee, 2000) (Jung and Lee, 2006, p. 351).

2.5.2. Signs and symptoms

Eating disorders do not happen out of a sudden. They occur over a long period of time (from few weeks to several months). In addition to that, the female behavior, body, and mood will give several warning lights before the person hits the stage of the eating disorder. In the below two subsections, these warning lights or as the researchers call them; symptoms are to be explained.

2.5.2.1. General symptoms

As it has been always mentioned, there are specific groups of people who are more vulnerable to eating disorders than others. The specifications of these groups are characterized by age and gender (Striegel-Moore et al., 2009). "Preteens, teens and young adults" are expected to develop disordered eating behaviors the most in comparison with other groups. Regarding gender, studies have showed that there is no significant difference in the occurrence of eating disorders among males and females till they reach the adulthood age. Then the ratio gets higher by males to females 1:10 (Hoek and van Hoeken, 2003); (Unal, 2016).

Binge eating disorder is characterized by out-of-control "excessive" behavior. Experts at the Mayo clinic explain that people from time to time over eat sometimes and that is not considered binge eating behavior. Once a person feels that he/she cannot stop eating. Also if this loss of control repeats regularly then the person might be going through binge eating behavior. Someone with binge eating disorder is usually overweight (or obsesses) and feels embarrassed because of their overeating among other people. That makes them eat alone and in secret. It is also crucial to understand

that a person with binge eating disorder does not have to eat because they are hungry. They can be full but still unable to control the urge to eat more (Overview - Binge-eating disorder - Mayo Clinic, n.d); (Unal, 2016).

2.5.2.2. Social symptoms

Social anxiety, depression, negative body-image and fear are usually helpful early signs to judge on for upcoming disordered eating behaviors (Dakanalis et al., 2016; Levinson and Rodebaugh, 2012; "Social Anxiety - 3rd Edition," n.d); (Unal, 2016).

The symptoms of the disorder help the individual to detect-via the changes of their eating habits-the signs of a possible future eating. Changes in the eating habits can be exemplified as having changes in mood, changes in weight and/or body shape. The term "symptoms" in this case also means attitudes that a female would adapt in order to lose weight (or shape body), may eventually result in "clinically" diagnosed eating disorders. Other than the change in eating habits, more symptoms (or attitudes) can be like; "obsessive thinking about food and dieting, body-image dissatisfaction, overweight preoccupation, fear of fatness"(Alpaslan et al., 2014).

It has been argued by researchers that eating disorders occur the most among teenagers and adolescents (Tanofsky-Kraff et al., 2007). Early and general symptoms of disordered eating behaviors can be "restricted intake of food, diuretics (drugs that reduce the amount of water in the body secreting more urine("diuretics," n.d.)) or diet pills and induced vomiting" (Thogersen-Ntoumani, Ntoumanis, and Nikitaras, 2010); (Unal, 2016).

These attitudes may start only with the feeling of being not accepted in the society, then with the feeling of body dissatisfaction and it can reach the feeling of anxiety around people in social events, carrying on from there into the feeling of fear of eating and learning about the food contents of calories and fat. Eating disorder starts with one (or some) of the above mentioned feelings and attitudes. Researchers could be guided into the psychological problems that most probably accompany the disordered eating behaviors such as; depression, anxiety, self-esteem (Alpaslan et al., 2014).

2.5.3. Eating disorders in Lebanon

In Turkey (Kugu et al., 2006) and the Middle East; UAE (Schulte and Thomas, 2013) and Jordan (Mousa et al., 2010), a lot of researches have been conducted

regarding female body image and eating disordered behaviors. It is recorded that in this specific region, female population are highly concerned about their body image and are considered subjects for developing eating disorders. In Lebanon the story is not different. Studies have been conducted in universities. It was indicated by researchers that Lebanese female students have revealed interest in becoming "thinner". It was also noticed that they were well informed about food content and calories. They knew what to eat and what to avoid (Afifi-Soweid, Najem Kteily, and Shediac-Rizkallah, 2002; Khawaja and Afifi-Soweid, 2004). Furthermore, it was also found that they undergo heavy methods to lose weight and shape their bodies such as; the use of laxatives and diet pills (Yahia, El-Ghazale, Achkar, and Rizk, 2011) (Zeeni, Safieddine, and Doumit, 2015).

Here are more numbers about Lebanese females trying to lose weight: the results of a cross-sectional study showed that; 66% of Lebanese university students take do sports to lose weight, 56% followed diet, and 12.4% used laxative and/or diet pills to lose weight. In addition to that, 10.8% of the students took vomiting as a method to lose weight (Tamim et al., 2004). Moreover, 21.2% of the students were found ready to develop eating disorders, and 11.4% were actually diagnosed with Anorexia nervosa, Bulimia nervosa or Binge eating disorder (Doumit et al., 2015). In another study comparing between Lebanese young females and Cypriot young females, it was indicated that although Cypriot women are closer to Europe and the European style, Lebanese young females were found to be more interested in losing weight and doing what it takes to reach the target weight and shape. What is of real concern to researchers is that eating disorders are till now in Lebanon are not put under the health care strategies to be controlled (Zeeni, Safieddine and Doumit, 2015).

2.6. Risky AMBs: Cosmetic Surgeries

When it comes to body-image and quality of life, researchers do not distinguish between aesthetic surgeries and constructive surgeries. However, and according to Dr.Stanely Okoro; a surgeon at the Georgia Plastic and Reconstructive Surgery; cosmetic surgery came out of the reconstructive surgeries. Furthermore, Healthcare Guides website also emphasizes on this topic by correcting the misconception that most people commonly have; that reconstructive and cosmetic surgeries are the same. Relatively one is done for medical (clinical) reasons and the other is described as not

medically necessary.

According to doctors and researchers, reconstructive surgeries are much older and were operated since ages by the ancient Romanians and the Indians. They were used to “repair war wound such as earlobes and noses”. Dr. Okoro also adds that especially for the facial cosmetic surgeries, it was during the WWI when reconstructive surgeries were operated for the "soldiers, marines and airmen" who had facial injuries. With time, this kind of surgeries was getting improved and therefore the field of cosmetic surgeries surfaced. Furthermore, the formation of the American Society of Plastic and Reconstructive Surgeons in the United States in the 1931 along with the enhancements in the technologies used in this regard supported the cosmetic surgeries to spread and become more common. Dr.Okoro assures that the effects that cosmetic surgeries have on a person are more connected to the individual's preferred appearance image and self-esteem. In 2009, in the United States, more than 10 billion American dollars were spent for cosmetic surgeries. This amount appears to be huge because of health insurance not covering this type of “elective” (as it called by researchers) surgeries (Okoro, n.d).

As it was explained in the website's article reconstructive surgeries are done to fix and repair "abnormalities" and damages. On the contrary, reconstructive surgeries are proceeded in order to help the body parts do their assigned functions. Examples of this kind of surgeries are the surgeries done for skin cancer surgeries, birth defects, and the damage caused by accidents and traumas are few examples of cases that would need reconstructive surgeries for their deformities to be fixed or minimized. On the other hand, according to doctors, cosmetic surgeries are not considered as a medical requirement as the reconstructive ones. They are "optional." Cosmetic surgeries are more of an individual choice than an obligation. They are operated in order to improve one's body-shape, and body-image. Facelifts and breast reshaping are examples of cosmetic surgeries (Cosmetic Surgery Vs. Reconstructive Surgery, n.d). It is worth mentioning that even health insurance in the United States differentiates between the reconstructive and the cosmetic surgeries. It covers the costs of the first as it is labeled to return to patients their normal look and eases their daily life. On the contrary, health insurance does not pay for cosmetic surgeries. That is because it views it as a personal decision related to choice not medical (and/or life) necessity (p. 1) (Okoro, n.d.).

It has been said that cosmetic procedures for the pursuit of beauty and beautification are being upgraded from the use of cosmetic products to going under the knife as it has been said (“A systematic review of patient self-completed questionnaires

suitable for oral and maxillofacial surgery," n.d.; Lim et al., 2010; Mulkens et al., 2012) (Yildiz and Selimen, 2014).

The "gray area"; which is the controversial point between reconstructive surgeries and cosmetic surgeries, a big deal of researchers and surgeons argue over it. Some surgeries stand in between the two types of surgeries leaving surgeons and health insurance companies hesitant as which category they should be put under, such as; the eyelid surgery (blepharoplasty). Normally it is considered as cosmetic. However, it can also be considered reconstructive surgery and health insurance covers it in case the eyelids are covering and preventing one's vision (Okoro, n.d.).

2.6.1. Cosmetic surgeries in Lebanon

According to the marketer director George Nasr," Plastic surgery is a cultural issue. We have been raised on always looking our best" (Doherty, 2008).

During the 1970s there were less than 10 plastic surgeons in Lebanon. Now this number got raised by more than 80 surgeons. There was a remarkable raise in demand of "image-enhancing procedures" especially after the 2006 war by 10% to 20%. Surgeons have estimated the increase in number by 50% more than the number of patients in the 1990s. According to an article written by Al-Jazeera channel, the 2006 war occurred between Hezbollah and Israel that took place in Lebanon. Imad Qaddoura, who is a the head of plastic and reconstructive surgery at the American University of Beirut's Medical Center, claims that the demand in Lebanon for plastic surgery can be said that is pretty close in scope to that in the United States. As a result of that, Beirut has become the main destination for cosmetic surgery procedures in the Arab region. Qaddoura insists on entitles Beirut in this regard the "cosmetic enhancement capital" of the Arab world (Doherty, 2008).

Dr. Firas Hamdan who is a Cosmetic Surgery Clinic, Genifor Center, Beirut, and former medical director of the American Academy of Cosmetic Surgery Hospital, Dubai, United Arab of Emirates, states that: "I believe that in future, the cosmetic surgery market will grow exponentially here in Lebanon, as more and more physicians spanning different medical specialists are identifying themselves as cosmetic and aesthetic surgeons". Lebanon, the country that has been going through war for decades, has the market of cosmetic surgery booming. Lebanon can be described as the country of diversity in the Middle East where the two extremes exist; modern and traditional.

This type of mentality of the Lebanese people is what helps improving the market of cosmetic surgeries. The wide mixture of diversity is what makes the people accept different ideas including modernization and westernization. Dr. Hamdan argues that Lebanon has always been different than the other Arab countries in the region especially with regards to accepting new ideas and adapting new norms to the culture. Religion and beliefs are also important. The clash that occurs between religion and westernization does not happen in Lebanon in the same extent as it does in the other Arab countries. Credit goes to the high tolerance that people have in such a society enjoy. In short, and as Dr. Hamdan states, "Cosmetic surgery is out in the public in Lebanon, which has very much to do with fusion of religious tolerance within the society and the acceptance of Western values, particularly when compared to other countries in the region". It is actually not only the tolerance that supports the cosmetic industry, it is also the pride. In Lebanon, cosmetic surgeries are considered "signs of status". People who undergo cosmetic surgeries are viewed as rich and high classed (Ilya Petrou, 2011).

Few decades ago, cosmetic surgeries were not aesthetic. They were more of "construction" operations mostly for "burns" and "trauma". After that, it included "breast reconstruction" and "abdominoplasty". On the other hand, technology devices used in the industry of cosmetic surgeries in Lebanon are considered state-of-the-art, not any less than the technologies used in the West. One of the most common cosmetic surgeries is "rhinoplasty", liposuction and also breast augmentation. The flexibility of the two societies (Lebanese and Gulf) appears. It is known that the society in the Gulf region is not as flexible and accepting as the Lebanese society. Unlike Lebanese people who feel proud when undergoing cosmetic surgeries as it is perceived as something prestigious, people from the Gulf countries do not really feel the same. Gulf people do their best to hide the fact that they had cosmetic surgeries. It is also important to know, that in Lebanon till now the field of cosmetic surgery does not exist as an independent field. Cosmetic surgeries are done by professional physicians who are called plastic surgeons. And let's not forget the increasing interest in establishing an independent field for cosmetic surgeries in the country (Petrou, 2011).

It gets deeper than this. The topic of cosmetic surgery is getting more open with time. It includes exposing the audience to the celebrities' cosmetic surgeries procedures on the Internet and/or other advertising materials showing their bodies before and after

surgeries. The Lebanese female audience has the opportunity through the media to see the transforming process story of a person (celebrity). "They get pictures of celebrities and say I want to look like so and so" Halabi states (Doherty, 2008).

2.6.1.1. Reasons of pressure and enforcement

"What motivates a woman to go under the knife?" there are several reasons for the tendency of women into putting themselves at risk. As always, most researchers are blaming the media and the images it depicts promoting for particular ideal beauty form. A metaphor used for describing the Lebanese regime of beauty as it makes it very hard for females to reach the assigned ideal beauty, that the media has established an ideal beauty form that would put "Aphrodite to shame"(Doherty, 2008). Aphrodite is the Goddess of love and beauty according to the Merriam-Webster dictionary.

"What motivates a woman to go under the knife?" The answer is the repetitive exposure to those images of advertising which makes females feel "unacceptable", referring to being "too fat, too wrinkled, too old and too ethnic". Internalizing the notion of being "unacceptable" leads women to the attempt of fixing it. And this is what motivates women to go under the knife. All advertising materials collaborate together as billboards, magazines, films portraying adjusted images of celebrities and people happy and satisfied with the surgical change they have on.

Advertising materials (images) have always been the side to point at for enforcing particular beauty standards. This enforcement has been apparently very influential that its effect is perceived in the cosmetic surgeries domain. A study that was conducted by Doherty (2008), showed that in a survey of 59 questions, about 97% of the respondents chose "strongly agree" or "agree" for the item that said: "The media in Lebanon promotes cosmetic surgery procedures" (Doherty, 2008).

It was noticed that women who would have cosmetic surgeries are mostly modern and busy. Cosmetic surgeons have been arguing that some women do not have the time for the daily procedures of beautification especially those procedures related to shaping bodies and losing weight. Ramzi Maamari, a Brazilian-trained plastic surgeon adds to the lack of time issue another main reason for women to have cosmetic surgery; shaping the body. In other words, Maamari and other cosmetic surgeons believe that only surgeries can give the body the desired curves. The natural body has been described as "stubborn." Diet and exercise might help in losing weight after relatively

long period of time, but they do not help in giving the body curves. Only surgeries give curves as it is argued by the surgeons. Another reason for having a cosmetic surgery is the pressure from the society on girls; from family and friends. This type of pressure becomes commonly strong that it is now called beauty regime. In Lebanon, not only advertising images are blamed but also the society is blamed (Doherty, 2008).

2.6.1.2. Magazines as the crispy materials of enforcement

Ziad Halabi who is one of the best plastic surgeons in the country says that his business is in a continuous increase because of "these picture magazines," referring to *Mondanite* which is a magazine that depicts such images of weddings and gatherings in Beirut-Lebanon. Halabi adds "people like to be seen". Mostly the type of materials that Mondanite magazine publishes is related to "beauty, fashion, family, and home. However, the key is not the fields the magazine discusses. It is the kind of figures it shows. Usually the magazine depicts young females, fair-haired, fair-skinned. Also the advertising in Lebanon (more than any other Arab country) shows a form of a Euro-American female; "fair and straight hair, blue, green or hazel eyes, fair skin and petite nose". These kinds of figures that Mondanite magazine and other alike magazines publish to the audience, lead to -what is previously have been discussed in this thesis- social comparison. As a result of that, females tend to accept the idea of having cosmetic surgeries, especially those females from the middle and high class. Another woman magazine *sporteve* claims in its articles that having cosmetic surgeries for a woman is not of a big deal; it is quick and easy. In one of its articles, issued in December 2005, it was claimed that women can have more than one cosmetic surgery at the same time (Doherty, 2008).

Al-hasna' is another fashion magazine, showed Haifa Wahbe; the Lebanese pop star in its cover photo. The pop star is believed to has undergone several cosmetic surgeries standing next to another famous Lebanese singer; Nancy Ajram. It is also evidenced that Ajram has a number of cosmetic surgeries when she was 25 years old. It was said that she had surgeries equal to her own age at the time. Both singers get to be on magazines cover photo and are considered "Lebanon's plastic surgery sweethearts". Zayiyya, a former Beauty Clinic contestant, criticizes Lebanese men saying that "everybody wants his wife and his girlfriend and his daughter, and all women around him, to look like Nancy Ajram, like Haifa Wahbe, like blah blah". Most of the females

in Lebanon stopped questioning cosmetic surgeries. They are in a more advanced stage where they do not evaluate the cosmetic surgeries as "right" or/and "wrong". Lebanese women magazines do not only present daily cosmetic processes such as cosmetic products and/or diet programs but also they offer article discussing cosmetic surgeries as the life-changing experience that rescues women from the "evils of aging". An article issued in January 2005 in Mondanite magazine titled as "Feeling Good at 40," and under it a subtitle", In a few months, I will be 40 and I am not ready to grow old." Elias Chaiben, a Lebanese-Argentinean who is plastic surgeon, admires the state-of-the-art technologies that give the opportunity to women hitting their 40s with no fear, and the credit goes to cosmetic surgeries which help women to look young all the time. Chaiben adds that aging should be considered an "enemy" to women's beauty and procedures must be taken against it. "It was just like going to war. Every time I went to the surgery, I was going, like, I don't care if I die. Ok, I want to live, but I want to live this life beautiful. I don't want to with a fat body" said Zahiyya, a young girl who has been under the knife states (Doherty, 2008).

2.6.2. Cosmetic surgeries in Turkey

When women perceive some type "deformity" on their appearance, they tend to have a conflict within themselves between the current body-image and the desired body-image. Females seek upper levels of solutions than just consuming cosmetic products, or going to the gym. Rather it is sometimes a radical treatment, which is the surgical treatment. The role of the surgical treatment is to implement requested modifications of one's appearance. Once the results of the surgical treatment are positive that leads to left up the levels of body-image and self-satisfaction (“Aesthetic Surgery of the Orbits and Eyelids,” n.d.; Brown et al., 2008; Mulkens et al., 2012; and Williams et al., 2008) (Yildiz and Selimen, 2014). According to the study conducted by Tulin Yildiz and Deniz Selimen (2014), 91 patients were tested; 43 had aesthetic surgery and 48 had reconstructive surgeries at the attempted to study gender, socioeconomic and education in relation with body-image and quality of life at the Marmara University hospital (Turkey). It was noticed that most of the surgeries (whether aesthetic or reconstructive) are done for the face in this specific hospital (Castle, Honigman, and Phillips, 2002; DM, 1985; Williams et al., 2008).

It was remarked that the mean age for aesthetic surgery patients for the cases studied was 32.7±12.25 years. The mean age for the reconstructive surgeries cases was

42.1±17.00 years. It is important to mention that normally social pressure on older women may force them into avoiding having aesthetic surgery. However, that does not mean that older women do not have the desire of having such surgeries. The situation gets flexible between the social pressure and the prevention and the personal desire when education and economy are on higher levels. It was reported that females with high education and economic levels have indicated higher numbers with regards to aesthetic surgeries than reconstructive surgeries. In simple words, women with considerable higher levels of education and economy undergo aesthetic surgeries more than those who undergo reconstructive surgeries (Yildiz and Selimen, 2014).

It was concluded that for both groups (for aesthetic and reconstructive surgery patients) body-image and quality of life were on higher levels after the surgeries than they were before the surgeries. In view of this, it was best suggested that both aesthetic and reconstructive surgeries have positive effects on females' body-image and self-esteem thus on their "social and emotional aspects of life" and self-confidence (Yıldız and Selimen, 2014).

2.6.2.1. Reasons pressuring women into going under the knife

The authors have been discussing the reasons that would drive women in Turkey into taking the decision of having cosmetic surgeries. The results of the above mentioned study of Yıldız and Selimen (2014), reasons that would make females go under the knife were as followed; women needed to be accepted by the society which assigns specific beauty criteria. The result of these specific unreachable criteria is self-dissatisfaction and more specifically (Fındıkçıoğlu et al.,2005); body-dissatisfaction in cases of aesthetic surgeries (56%). On the contrary, health issue was the main reason reported for reconstructive surgeries (38%). In the study survey; it was recorded that both groups (aesthetic and reconstructive surgery patients) hit the same score on the item "being uncomfortable with my physical appearance". The item "reaction of the people around me" confirmed what was predicted by researchers women who went under aesthetic surgeries were concerned about the reaction of the people around them twice the women who went under reconstructive surgeries. In addition to that, expectations were also measured before and after the surgeries and it was found out that; reconstructive surgeries' patients had lower expectations before the surgery than the aesthetic surgeries' patients. After the surgeries, it was them (reconstructive

surgeries' patients) who had the highest levels of satisfaction with the results of the surgeries (Yildiz and Selimen, 2014).

It has been said that cosmetic procedures for the pursuit of beauty and beautification are being upgraded from the use of cosmetic products to going under the knife. (A systematic review of patient self-completed questionnaires suitable for oral and maxillofacial surgery, n.d.; Lim et al., 2010; Mulkens et al., 2012) (Yildiz and Selimen, 2014).

2.7. Theories Related to AMBs

It was evidenced by most of the researchers that the social cognitive theory and the social comparison theory and other extracted interrelated theories have a big impact on the way people evaluate themselves and compare themselves to other people they think are superior than them in one way or another. In the following sections, the two social theories are explained as the theories most affecting female's body image and satisfaction. This type of comparisons in most cases leaves out young women people with a big deal of confusion and eventually it may cause psychological problems such as depression and body shame, unless the comparison is down-word (as it will be explained in details).

2.7.1. Social cognitive theory (SCT)

As it was previously mentioned; the social cognitive theory and the social comparison theory serve as indicators for evaluating person's self-comparison to other a-like people in a society. According to Bandura (2001) the social cognitive theory (SCT) claims that a person's behavior originates by watching others' behaviors and that results in a new behavior (Goodman, Morris and Sutherland 2008, p.147).

It is noticed during the research for this thesis work that Albert Badura is the main researcher and author of the social cognitive theory and other very substantial theories. He also possesses several research remarks in self-efficacy and Social Learning theory. His writings are interconnected. Bandura believed that the human personality is the result of the "interaction" between the environment and the psychological elements of the person. Although in this thesis research the researcher will not go deep into the elements of Bandura's theories, it was viewed noteworthy to mention Another similar definition of the theory also by Albert Bandura is that the theory has an influential role "in adoption, initiation, and maintenance of health behaviors". Bandura and other

researchers present the theory from two different angles; self-efficacy and outcome expectancies. Depending on SCT's main idea; people learn by observation, and connecting that to advertising, *Aggression: A Social Learning Analysis* is a book written by Bandura in the 1973 focused on the notion of Social Modeling. The author argues that social modeling is not only a "mimicry response". It is more profound than that. It establishes new "behavior pattern" to people (Mark and Paul, 2005).

2.7.2. Social comparison theories

Barbara L. Fredrickson and Roberts (1997), claim for the objectification theory. The theory stands on the idea that females in general are valued based on their bodies and appearance. This theory causes a lot of psychological harm to females such as "body shame" and reduction in their performance in case they absorb this idea and evaluate themselves in accordance to it (Rudd and Lennon, 2000, p. 154).

Festinger (1954), purposes the widely used theory, the social comparison theory in 1954. It is basically the state of individual evaluating (comparing) themselves to others. People evaluate themselves in accordance to other individuals they look up to in the society or in the media. Unfortunately, people tend to evaluate themselves to others especially to media models that in most cases represent "unreal" beauty images. For more specification, the social comparison notion has two directions; upward social comparison and upward social comparison. It is a downward-comparison if it results in higher self-esteem. However here in our specific case of females comparing themselves to media images, the social comparison is up-warded and results in lower self-esteem, and causing females to feel ashamed and dissatisfied with their bodies and appearance (Rudd and Lennon, 2000).

In a study conducted by Engeln–Maddox (2005), it has been argued that when university female students were exposed to thin advertising models they showed "upward" social comparison, and that resulted in higher level of self-dissatisfaction, and higher internalization. Internalization in this aspect refers to the acceptance of the individuals of the definition of the beauty myth and (thin) body-image ideal. In the same study of Engeln-Maddox, the question of, "why can't I be this thin?" was raised by the participants leaving them with high fear of possible social comparison with observed superior advertising figures (Bissell and Rask, 2010, p. 645).

In the social comparison theory; people tend to create a comparison between themselves and images they are confronted with. Based on that, they behave in a way

that-they think- would enable them to reach the ideal image desired (R. Botta, 1999; R. A. Botta, 2003; Goethals, 1986; Kruglanski and Mayseless, 1990; Wood, 1989 and Bissell and Rask, 2010, p. 648).

Beside beauty products, health products are also considered essential for enhancing one's appearance. According to Lupton (1994), people have an "existing" desire in health products, which is an essential field of advertising that health product advertisers must well invest in. Lupton (1994) also discussed the theory of existentialist; according to the Internet Encyclopedia of Philosophy website, the theory mainly focuses on the person's good existence, freedom and choice. The advertising role in this case is attempting to match the "existing self-image" and the idea of being healthy that the consumers have it already. The secret of the connection between the two attributes is the attraction of the health products and not their real use (Bjerke and Polegato, 2006).

2.7.3. Body-related social comparisons

Considering Festinger's theory (1954), the theory of social comparison we shall mention one of the theory's important elements which are "variability", especially when it comes to "physical appearance". An extraction of the main theory of social comparison would be the *body-related social comparison* (BSC) theory. A common explanation of the BSC includes weight (Jones, 2001, p. 648), body shape (Depcik and Williams, 2004, p. 288), "physical fitness" (Chanal, Marsh, Sarrazin, and Bois, 2005, p. 27). In short according to Halliwell and Dittmar (2005, p. 250) in general BSCs include every element that has to do with physical attractiveness (Pila, Barlow, Wrosch, and Sabiston, 2016).

According to Jones (2001) and O'Brien et al. (2009, p. 1,2) it has been indicated that generally women undergo BSC way more than men would do. In addition to that, men experience social comparison in a different way than women do. For instance, for females the social comparison consists of comparing weight, body shape, and size. On the other hand, for men it is mainly comparing "muscularity, physical fitness, and performance" (T. G. Morrison, Kalin, and Morrison, 2004, p. 4; T. G. Morrison, Morrison, and Hopkins, 2003, p. 574; Pila, Stamiris, Castonguay, and Sabiston, 2014, p. 95 and Pila, Barlow, Wrosch, and Sabiston, 2016).

Going back to the social comparison theory of Festinger (1954), human beings have an innate knowledge of comparing themselves to one another. This innate knowledge is

what makes them realize the differences among them. The social comparison theory can be divided into two sections; the downward social comparison (DSC) and the upward social comparison (USC). In discussion of the body-related upward social comparison (BUSC) has been correlated with more than just negative evaluation of the body. It actually extends to the state of internalization of appearance in a certain culture (Henderson-King, Henderson-King, and Hoffmann, 2001, p. 1413), "contingent" and self-esteem (Patrick, Neighbors, and Knee, 2004, pp. 501–507), family background and enforcement (Gardner, Gabriel, and Hochschild, 2002, p. 242) and personality type (such as "neuroticism") (Costa and McCrae, 1992, p. 5) (Pila, Barlow, Wrosch, and Sabiston, 2016).

In this paper, we get to discuss both theories from a young females' perspective in which they compare their appearance to advertising models (social comparison theory) and based on that they have a behavior and action (social cognitive theory).

3. FEMALE SELF AFFECTED BY MEDIA MATERIALS

Female AMB is discussed as a consequence of advertising trying to shape and emphasize on the idea of the ideal beauty. However, how about we look at one of the most fundamental characteristic that gets affected by the media material beheld, which is the female self. One's self has a lot of elements and divisions that advertisers play on in order to convince the audience to adapt certain concepts.

One very controversial idea shown in the media-in ads, magazines, or movies-is the connection expressed between a girl being good and being beautiful. In simple words, the media promotes for the idea that most beautiful girls (if not all) are by default good. It is the media material relating beauty with morality. And from this concept, young females get more encouraged to meet the impossible beauty criteria. While in reality, young women are being shown as objects of desire as (Archer et al., 1983). By objectifying the female body, researchers mean it is being divided into parts, with more focus on some more attractive sexual parts than other parts. This idea has been expressed clearly by the objectification theory established by Fredrickson and Roberts in the 1997 (Groesz, Levine and Murnen, 2001).

In order to understand the ideal self-image, we need to go through the multidimensionality of the self-concept as Onkvisit and Shaw (Self-concept and Image

Congruence Sak Onkvisit, 1987 | Self Concept) explained. They have divided self-concept into four categories:

1. Real self which is the actual self
2. Self-image which is the way one perceives themselves
3. Ideal-self; in other words it is self-actualization
4. Looking-glass self; it is also called the social self. It is the way one thinks people in society perceives them.

According to Dolich (1969, p. 80) in their article "Congruence Relationships Between Self Images and Product Brands," and Sirgy (1982, p. 288,289) reviewing some founded studies; when it comes to consumers' purchasing behavior, the ideal self gets to be the most dominant among the four categories. More precisely, there is also a concept related to the self-concept notion which is the self-congruity. Self-congruity is the "match" between the self-concept and the brand image (Sirgy and Johar, 1999). In other words, consumers use (brands) products as a reflection of their own personalities.

Something to be borne in mind is the suggestion put by Solomon et al. (1992) that there must be a linkage between the (beauty) product and the customer's ideal self-image. Based on Hornik (1980) advertisers must work on urging and motivating the identification aspect of the targeted audience in order to effect on two leading-to-purchase elements which are the psychological and the emotional elements. In view of this, Hornik (1980) goes on and explains that when female senses similarities or connection between the presenter (model) in a product ad and her own self that leads to identifying herself with the model and the product the model is presenting and that establishes what is called the ideal self (Bjerke and Polegato, 2006).

Grilo (2003) has suggested that there are two components of body image: (1) the body evaluative component; it has to do with how satisfied one is with their body. (2) The body investment component; it is still related to the body evaluative one because it examines the extent a person would give importance to the cognitive, behavioral and emotional aspect of the body. This way, the person is doing self-evaluation to her/himself. Furthermore, Cash et al. (Cash, Jakatdar, and Williams, 2004, p. 280,281) divided the appearance investment aspect into two divisions; the self-evaluative salience where a female puts her appearance at the same level as the herself worth, and the motivational salience which is the state of trying to maintain (or improve) self's appearance. The two elements are opposed to each other. The self-evaluative salience

mainly leads to low self-esteem and low body image. Whereas, the motivational is associated with positive elements such as a female's engagement in enhancing the self's appearance behaviors (Tiggemann and Lacey, 2009, p.286).

3.1. Advertising Images' Effect on the Female Self

The self gets affects by the material being exposed to. In advertising; images specifically models are used to create a favorable result of the advertising content. This would be evidenced in women's internalization of the idea of the ideal beauty that advertising is promoting for.

Several studies have conducted to study relations between self/body-satisfaction, eating disorders and the media. The studies usually examine the correlation between these aspects and the effects of the media (and advertising) on female behavior. In a study done by Harrison and Cantor (1997) the results came out proving that women who usually read magazines expressed more eating disorders symptoms were. In another study conducted by Stice et al. (1994) the participants were put under observation for a month. The results showed that the more exposed the females were to ads on magazines or television, the higher the scores of the body-dissatisfaction and eating disorder symptoms were (Groesz, Levine and Murnen, 2001, p.3). Body-Dissatisfaction has been taken as a scale for evaluation of the "multidimensional construction" of body-image (Karacan, Caglar, Gürsoy, and Yilmaz, 2014).

Regarding the body image "distortion", the blame falls directly on the media and advertising connecting that to the noticeable increase of eating disorders. As claimed, the media promotes for the "thin ideal" and exposes the public audience (specially the female audience) to such messages over and over again. That led to great number of young women suffering of body dissatisfaction and low self-esteem. According to Karacan (2014) female's body-image is becoming a reference that based on it researchers measure female's levels/stages of depression, self-esteem, and disordered eating behaviors (Jung, Forbes, and Lee, 2009). Not only that, but also it is important to understand that body-image is also deeply related to body-dissatisfaction and weight concerns during adolescence and early adulthood (Neumark-Sztainer et al., 2006).

According to several studies done by researchers (Andersen and DiDomenico, 1992; Cash and Henry, 1995; Garner et al., 1980; Nemeroff et al., 1994; Silverstein et al., 1986; Spitzer, Henderson, and Zivian, 1999; Wiseman et al., 1992), the media and advertising have been providing very small diversity in terms of the "female body

shape" with the main focus on "thin ideal" image that obviously does not represent most of the women's categories in any society (Bissell and Rask, 2010).

In another study done by Monro and Huon (2005), it was found that the participants did not pay attention to the product that was shown in the advertisements. Instead they paid full attention to the models in those advertisements and totally forgot about the product which was the main aim of the advertisement. Not to mention that the models in the advertisements did not represent the average American woman.

The controlled experimentation is considered a reliable source of data when examining the effect of media. The controlled experimentation program works by putting participants in a certain environment in which females were to view photographs of thin beauty models. Usually researchers do that in order to measure the right-away psychological effect on the participating women. Researchers (Levine and Smolak, 1998; Smolak, Levine, and Striegel-Moore, 1996) discuss the effect of the images exposed to young females. According to them, it has been approved that the effect that the advertising models had on normal beauty standards participating females-was not a "straightforward" effect. In other words, in this experiment, the effect did not appear on the participants on the spot, instead it had an effect that was expected to appear after a while. On the other hand, they all shall agree that there is certainly negative effect when showing (imposing) thin body models to the public audience, whether the effect appears right away or a period of time (Groesz, Levine and Murnen, 2001, p.3).

Researchers also depend on the age element –in addition to the two previously discussed ones; which are the self-satisfaction and the media effect. Martin and Kennedy (1993) found out through a study they worked on that in a group with the age range of 9-18 years old the media had no direct significant effect on the girls in regards with their body-perception. Yet, Champion and Furnham (1999), projected that there was still no significant difference with respect to body-satisfaction disregarding the age element. Researchers have generally concluded that, despite the decreased body image satisfaction, there was no valid significant difference in the scores of the females "overall" satisfaction with their bodies (Groesz, Levine and Murnen, 2001, p.3).

Kilbourne (1999, p. 129) suggests that the blame is still on the mass media especially advertising for having huge influence on the people. It is believed that the advertising influence gets to be toxic on girls' self-esteem depicting images of women with flawless facial figures and with unrealistically thin bodies. Kilbourne (1999), not

only agrees on blaming advertising but goes on and accuses it for promoting abnormal attitudes in order to reach the unreachable beauty standards such as eating disorders (Bissell and Rask, 2010, p. 654).

In a study conducted by Evans and McConnell (2003), inspecting social comparison theory on African-American, Caucasian and Asian women, Asian women turned out to be more likely to internalize and adapt than the other two races examined to ideal physical figures- mostly thin figures- exposed in the mainstream media. On the other hand, Pipher (2002), discusses a different theory called the self-discrepancy theory. The theory assumes that people get affected by the images shown in the media because of the discrepancy occurs between the actual self: carries the attributes that an individual believes they actually possess, and the ideal self; represents the attributes that a person would like to have. Veale et al. (2003), adds one more item; which is the ought self; it is about the attributes that one believes that he/she has to have. And here comes the social discrepancy theory arguing that generally individuals have views of who they actually are (actual self), who they would like to be (ideal self), and who they think they have to be (ought self). According to Harrison (2001), the problem appears when these three items create a discrepancy and clash with one another (Bissell and Rask, 2010).

Studies and researches keep on proving that beautiful highly attractive advertising representatives (HAMs) tend to be more persuasive and effective in communicating the advertising messages to the point that they influence the consumers' behavior in a positive way that might result in an actual product purchase. The matter of the advertising models possessing high appearance attraction levels not only is positive-behavior-conductor; it has a much deeper influence on the self; precisely on the female self-concept. In a study conducted by Richins (1991), the results showed that in the study focus group (females) "compared themselves to the models in clothing, cosmetics, and personal care advertisements". In general, females look up to advertising models and take them as a beauty scale that they judge themselves based on with an insisting desire to look like them. Since reaching the same look as models in advertising possess is an-almost-impossible task, public audience females experience self-dissatisfaction and negative self-esteem (Goodman, Morris and Sutherland 2008, p. 149).

Stice and Shaw (1994) approved that "ultra-thin models in ads and magazines" would result in instant trial of reaching the unreachable beauty standards presented by

advertising models creates several negative mood effects to the young females among the public audience, such as depression, guilt, anger, anxiety, shame and self-insecurity (Goodman, Morris and Sutherland 2008, p. 149).

The objective of the study conducted by Lisa Groesz, Michael P. Levine, and Sarah K. Murnen (2001) was to test the effect of the thin ideal beauty appearance in advertisements and its influence on female body image using Meta-Analysis. It was found that females' body image was highly negative after being exposed to thin media images more than when they were exposed to "average size" models and "plus size" models. As a result of that the perception of the "socioculture" views thin as the ideal beauty leading normal-real-standard females to have high body image dissatisfaction (2001).

There are two aspects that researchers usually measure audience's responses upon; cognitive and emotional. The cognitive response is often based on learning, while the emotional aspect depends on the affection to the product. It is also important to remark that the emotional aspect lasts longer in the memory than the cognitive one does. Emotional aspect here can be represented by the feeling of excitement and pleasure. Moreover, several studies have proved that there is a reliable connection between the emotion aspect of a young female towards an ad and her behavior. Nevertheless, there was a weak evidence of the linkage between emotion and attitude (Goodman, Morris and Sutherland 2008, p.150).

3.2. Advertising Measures of Beauty and Techniques

An interesting stressed upon fact stated by the researchers is that beautiful people are being attributed to positive aspects such as success, friendliness, independence… as a result of that, they are being used to grab the public's attention into the products displayed in advertisements. The remaining question is "what is the definition of beauty?" researchers provide a general definition; according to them, in a society, beauty is "thin body, big eyes, full lips, flawless skin, and high cheekbones." When it comes to advertising models, the judgment on their beauty gets to be not an easy task to do. For this case, it was best to study young females' emotional responses to the different beauty types. In accordance to some definitions of beauty that can never be defined but in terms of emotion and the way people feel towards it (Goodman, Morris and Sutherland 2008, p.147).

According to Media and Eating Disorders (2006), the average US woman is 5'4" and weighs 140 pounds. While the average US model is 5'11" and weighs 117 pounds (Bissell and Rask, 2010, p. 645).

In one of the studies that the authors discuss here it was mentioned that adolescent girls gave certain measures for the beauty they see as ideal which is in short; a girl who is 5 ft 7 in. 100 lb, size 5 with long blond hair and blue eyes (Nichter and Nichter, 1991). Usually, young girls are the most affected category of the society by the body images appearing in ads or in the media in general. They are the most vulnerable to go on diet. Dieting is not as simple as it may sound. It has many angles and techniques connected to it such as the stress that family and friends might create and it can easily lead to eating disorders. Anorexia nervosa and bulimia nervosa are some examples of the eating disorders that unhealthy diet may cause (Groesz, Levine and Murnen, 2001).

Researchers suggest that in the domain of advertising standardization, maintaining the activity of a campaign is easier and less risky than executing a new one (Kernan and Domzal, 1993). It is crucial to note that 98% of the information given in advertisements is not being paid attention to. As a result of that, visual material in advertising is of a great importance (Kroeber-Riel and Esch, 1990, 2004). According to Mitchell (1986) visual advertising is fashioned to lead into more attention and result in more learning and liking experience. Supporting the previous points, Debevec and Romeo in the 1992 came up with a terminology called the "picture superiority effect". Debevec and Romeo tried to illustrate that aside from other advertising attributes, the picture one is what proved to function the most. Moreover, because of the unlimited function of the vision in advertising it has been considered as a global aspect of advertising (Bjerke and Polegato, 2006, p. 866-867).

Schimara and Miller (2006) argue that a big chunk-if not all- of advertisements play on certain factors such as; the social comparison factor, the economic factor, the prestige factor and the sex factor, in addition to the humor, emotion, and testimony factors. Advertisers strongly gamble on these factors' effectiveness in initiating the desired consumer reaction. However, it is not only about initiating a reaction. It is much more than that. In advertisements; figures of too thin, too fat, figures with extreme ideal beauty standards are being used in order to convince young women (consumers) that they do not look good enough to compete in and to represent their society (Bissell and Rask, 2010). Kilbourne (1999) explains that the claimed beauty standards get to be modified by advertisers in a way that would make women willing to pay more on

(health and) beauty products and beauty management behaviors. That results in high sale rates of beauty products as wished by manufacturers and advertisers (Bissell and Rask, 2010, p. 656).

In an article written by Partick De Pelsmacker, Maggie Geuens and Pascal Anckaert (2013) the notion of involvement of the audience was discussed deeply. The issue of ad involvement is basically related to the attention paid to the ad and the ad's context itself in addition to other relevant factors. The attention paid by the ad viewer –sometimes- may be based on the environment of the subject at the time of the ad "exposure".

Another aspect that can highly grab the viewer's attention is the media context; such as magazines, television… The media context may disregard some aspects of the ad and put more stress on other aspects so the target audience would be directed into paying attention to the emphasized aspects (Pelsmacker, Geuens and Anckaert, 2013).

From here the connection between notions and advertising elements take us to the fact that advertisers use HAMs (and NAMs in suitable ads) for the aim of grabbing the normal public young women, and that for the desired big goal of gaining likeability of their products (Pelsmacker, Geuens and Anckaert, 2013).

3.3. Advertising Figures and Sex Definition in Advertising

Considering Mehrabian (1981), strategy of using attractive models possessing high beauty standards falls under the immediacy principle that people pay attention the most to people and things they like and vise versa; that they do not pay attention to people and things that they do not like. Advertisers depend primarily on this immediacy principle. The remaining challenge would be understanding the customers' perception of what they consider as attractive and what is not attractive to them. The target goal is that models in advertising must achieve the "ideal self-image" of the target audience. In addition to that, a suitable consideration must also be put in mind between the product itself and the attractiveness of the model representing it (pp. 10-14) (Bjerke and Polegato, 2006).

The authors of this article; Tom Reichert and Artemio Ramirez (2000), mainly attempted to give sexually oriented concepts a definition based on "grounded theory investigation or approach". In simple words, the definition was perceived based on the participants understanding of the sexually oriented appeals appeared in an ad shown to

them. The participants' understanding and evaluation of the appeals in the ad centralized around four characteristics:

1. Physical features; this includes general appearance and attractiveness, and clothing.
2. Behavior/movement
3. Intimacy between models
4. Contextual features; such as camera effects.

Reichert and Ramirez (2000), argue that there is a need calling for a grounded theory for clearly identifying sexual appeals in advertising and the related topics. Some researchers have been discussing the barriers and limitations of defining these appeals, that is by the narrow understanding of it as nudity and disregarding the other variety of sexual appeals. Mainly, for such reasons, the theory of investigation emerged. More specifically, the theory's approach is to define how people perceive sex in advertising. Another essential here question raised here: whether advertising material should be labeled as sexually provocative?

In order to define sex in advertising, the definition represented by Reichert and Ramirez centered around two divisions; nudity and suggestiveness. According to Belch (1982), the effect of the nudity on advertising procedures and "outcomes" can be magnificent. It is important to term that. Nudity is not a rigid notion. It can include several of model clothing styles. Researchers have viewed nudity as the procedure models into the undress; whether fully nude or partially showing, not only that, but also it can also take account of the state of being (only) sexually "suggestive". In view of that, is nudity really considered as a trigger for sexual appeals? It also has been argued by researchers and authors that nudity is not necessarily a determent of sex provocative. B. J. Morrison and Sherman (1972) denoted that in a study sample; most of the participants did not pay attention to the nudity. While those who paid attention to it thought that the subjects were not sexually attractive. Narrowing sexual appeals on nudity would make other sex aspects neglected such as behavior and physical interaction. Researchers argue that sex is by default connected to nudity by the general public without well understanding of the sex notion (Reichert and Ramirez 2000, p. 267).

Another angle of the topic is suggested by Ford, LaTour, and Lundstrom (1991); young, highly educated females have been putting into account an opposing view. There has been a noticeable dislike of the way advertising models presenting themselves and products. This critical view has been adapted mostly by some feminists

who gave warnings that they would not buy products which they feel offended towards (Bjerke and Polegato, 2006).

Another aspect connected to the sex appeal in advertising is the suggestiveness notion. The suggestiveness notion is also considered sexually inviting, however, not as "concrete" as nudity. A definition given by Reid, Salmon, and Soley (1984), stated that suggestiveness is, "a message that has or possesses sexual stimuli that triggers or arouses ideas about sex in a person's mind". Other authors named it a "fantasy". One essential controversial attribute of suggestiveness is its "breadth". In other words, it carries a wide and elastic range and meanings of sexually appeal, for example camera angles and other seductive uses of language can play as suggestive sexual stimulus (Reichert and Ramirez 2000, p. 267).

The model used in this study was the Sexual Behavior Sequence Model (SBS); a model established and improved by Fisher and Fisher (1998) and Byrne (1977, 1982). The two researchers were particularly experts in humans-especially consumers- sexual behaviors (Byrne, 2014, Social Psychological and the Study of Sexual Behavior, Society for Personality and Social Psychology, volume 13-30). According to Reichert and Ramirez (2000) the SBS model flows in social psychology field. The model explains the variety of sexual responses in accordance to sexual stimuli (Byrne, 1976). The study suggested that sexual stimuli must be recognized by the participants as a sexual trigger so that their sexual responses get to be evaluated and measured (Reichert and Ramirez, 2000, 268).

Another adjective of this study was to identify gender different interpretations towards sexual inviting advertising materials. That is because gender is considered as an essential attribute when trying to measure the different reactions of males and females when confronted with sexual appeals in advertisements (Reichert and Ramirez, 2000).

Nevertheless, the study shows that there is no clear finding that proves that gender can be used as a fixed measurement for the different responses of males and females. The study's results show that models (including their physical movements) in the ad used were evaluated as sexually inviting with no remarkable difference in the percentage of the respondents' gender. On the other hand, females were able to identify the subjects in the advertisement more precisely. They were able to define sexual appeals in a context of more than just physical attractiveness of the models. Females

were able to identify the "contextual features" and "intimacy between people in the ad" (Reichert and Ramirez, 2000).

Based on this study in specific and through general research, researchers and advertisers need more than just "physical sexiness" in order to define and improve sexual appeals in the advertising domain. That is because other aspects such as behavior and context in an ad can say more about sexiness and help advertisers draw a more efficient framework for more successful and attention grabbing advertisements (Reichert and Ramirez, 2000).

3.3.1. Model-product match-up technique

An important method of investigating the conjunction between model attractiveness and type of product being marketed for is called the model-product match-up method. The general idea of this model is that the higher the attractiveness of the advertising model the more effective the advertisement material is. Nevertheless, according to Bloch and Richins this might be not well verified. Some researchers have been arguing that it depends on the type of the product. Some products' types are irrelevant with the degree of the presenter's attractiveness (1992, p. 12) (Bower and Landreth, 2001, p. 1).

J. Robyn Goodman, Jon D. Morris, and John C. Sutherland discuss the advertising female beauty matter from a notable angle. They are studying "college women's emotional responses to Solomon, Ashmore (1992), and Longo's six beauty types". Moreover, these six beauty types are being divided into two groups; Sexual/Sensual (SS) and Classic Beauty/Cute/Girl-Next-Door (CCG) (2008, p.147).

It is also important to understand that not only products have different types, but even model attractiveness does have various types (styles) as well. In this case both variables have to be studied when directing an advertising message; the product type and the model attractiveness type (Bloch and Richin, 1992). Caballero and Solomon (1984) categorize model attractiveness into two types; highly attractive models (HAM) and normally attractive models (NAM). It is suggested that advertisements for problem-solving products might go better with NAMs than with HAMs (Bower and Landreth, 2001, p. 2).

"The haunting images of perfection" is how models' appearance has been described (Richins 1991, p. 71). According to Richins (1991), the basic criteria for HAMs are beautiful face and thin attractive body. While for NAMs, the criteria get to be on the

"average" level; average facial appearance and average body shape, which results in a "real woman" image. It is important to note that HAMs are essential for advertising due to deep perception of "what is beautiful is good", in simple words; people who are considered beautiful by the public to have better outcomes (better jobs, better marriages) than everybody else. On the other side, NAMs are thought of having normal life achievements and normal life problems and difficulties. Due to that, NAMs are perceived to be also attractive to the public since they are closer and more realistic to normal-standards- females in the societies (Bower and Landreth, 2001, p. 2).

According to Bower and Landreth, in the cosmetic world, there are two types of products; products that work to fix a beauty problem (are called problem-solving products) and products that work on enhancing beauty appearance (are called enhancing products). Problem-solving products are like acne creams and dandruff shampoos. And enhancing products are like perfumes and lipsticks (2001).

Kahle and Homer (1985) and Kamins (1990), tried to prove that for enhancing products it is best to make HAMs endorse them and NAMs to present problem solving products. In a study done by Baker and Churchill (1977) it was found that men had high buying "intentions" for romance products such as perfumes if the female model is highly attractive (Bower and Landreth, 2001, p. 2).

In another study, Bower and Landreth, they assumed that NAMs appeared to be more trustworthy than HAMs. That is because NAMs tend to represent the real females in a society. Unfortunately, the results of the study showed no prove upon such an assumption. The results proved that both NAMs and HAMs give the perception of trustworthiness to the public on similar levels. On the other hand, the results proved that HAMs do give the idea of expertise for enhancing products to the audience more than NAMs would do. And female audience believes that NAMs give expertise information in regards with problem-solving products (2001).

Moreover, enhancing products advertisements that are presented by HAMs showed more effectiveness. However and what is really interesting is that, NAMs did not score higher levels of effectiveness in regards with problem-solving products (Bower and Landreth, 2001).

4. AMB AND RELATED SUBCULTURAL RESEARCHES

In these two coming subsections, general information and definitions are presented about the notion of culture (and other interconnected notions). That is so that a glance is given for more understanding of female's various reactions and behaviors towards advertising materials. As it might occur to one's mind, targeted females usually come from different backgrounds and subcultures generated from a main culture. Specifically, the second subsection reviews the appearance of those different background-females in advertisements. It explains the matter of stereotypes with regards to various backgrounds and how advertising allocates them with relations to their color and background.

4.1. The Subcultural Enforcement of Ideal Beauty

In a study done by Rune Bjerke and Rosemary Polegato (2006), it is suggested that the strategy of the degree of standardization of health and beauty products across cultures is a matter of high importance. The topic of standardization across cultures is basically about studying the customers' perceptions of health and beauty products. That is because advertisers realize how important it is for customers to be part of the advertisements procedures such as the texts, colors and appeals. The main question in this case is; "How well do advertising images travel across cultures?" (Bjerke and Polegato, 2006).

It was found that there is a valid connection between body-image and eating disorders (Swami et al., 2009). "Cultural migration and acculturation" is a well-investigated factor for enforcing a perceived importance of dieting and eating disorder behaviors. An international implementation scheme draft arranged and published by the United Nations defines culture as; “a way of being, relating, behaving, believing and acting which people live out in their lives and which is in a constant process of change and exchange with other cultures” (Akito Arima, 2005). Cultural migration occurs when minorities in a culture interact with the majority. The interaction is not limited only to the creating channels of communication between the people, it also includes the process of transformation of the two cultures' (the minorities and the majority) values, norms and mentalities (Bhugra and Becker, 2005). According to Mairam Webster, acculturation refers to the adaptation of a person to another culture of not their origin (https://www.merriam-webster.com/dictionary/acculturation).

Sengupta (2006) connected the theory of expectancy to advertising in regards with the subcultures of a community and perceptions. Basically the expectancy theory claims that the media has a significant effect on societies. That is, by establishing stereotypes and injecting them in societies in a way that would make the public think that these stereotypes are real and that they must be bounded to them. The stereotypes that the media plays on-beside other stereotypes- are in particular images of young females enjoying specific beauty measures that cause social problems. Social problems caused by media are usually not defined as problems; they are called imposed "distortions" and they stretch to education, occupation, prejudice, and racism.

Despite the common idea estimating that women in "Asian countries" do not have problems with their weight, because they are supposedly naturally thin, most of these countries' women have reported high numbers of females with dieting behaviors and eating disorders. For example, South Korea is one of the most "diet-conscious of the 13 Asian countries that belong to the Organization for Economic Development and Cooperation (OECD)" (Oh, 2004). South Korean women in particular have given up on their traditional beauty standards and adapted the Western ones. Women in South Korea reached the point of obsession with their body-image and weight. Not only that, but also they have accepted the Western facial features measures of beauty such as "large eyes" and "high nose" as a scale to follow. Businesses of diet food and beverages have found big audience in South Korea. Also cosmetic surgeries are becoming more prevalent especially the "double eyelid" surgeries (Ko, 2002, pp. 23, 160). Because of the adoption of the Western beauty standards and them not being applicable with the South Korean natural appearance, confusion is created. In more professional terminology, this confusion is called "discrepancy". Discrepancy is developed between actual one's appearance and the appearance females attempt to reach (in this case the Western beauty standards). This discrepancy occurs only if females think that beauty and "attractiveness" are highly "significant" (Jung and Lee, 2006, p. 352,353).

The role of the culture in this regards must not be neglected. Although most of the studies have been covered in the West, people were supposed to adapt to their cultural beauty standards in other regions of the world. Varieties in the cultural understanding of beauty and body image can also be connected to a "cognitive" aspect of people called "self-schema" suggested by Markus (Markus and Kitayama, 1991, p. 227). In general, it is a cognitive state of people identifying and describing themselves and others. In light of this, "appearance self-schema"; represents the way women perceive

themselves. On the other hand, it is claimed that women in non-western cultures have as much as pressure regarding their physical appearance as women in Western cultures. Terminology wise, people (especially women) who have self-schema are called self-schematics. That is, self-schematic females give more importance and evaluation of the physical appearance than any other aspect. Self-schematics tend to judge people based on external appearance. The "cultural idea" of female beauty has been generalized yet still "unattainable". As a result of that when women realize that according to their culture they are not matching the ideal female image, they tend to have negative body image and high body dissatisfaction. Since the media (and advertising materials) play on the cultural aspect, self-schematic females are thought to be more willing to adjust to the beauty cultural standards enforced by the media and advertising (Jung and Lee, 2006, p. 351).

High number of South Korean women has reported high levels of make-up products consumption as well as skin-care products (Lee et al., 2001). It is testified that the Korea owns the 10th largest cosmetic market in the world (Hwang, Y., 2003). In one of the studies conducted in South Korea, in particular in Seoul and Kyonggi Provinces, 450 unmarried young women who were in their 20s were requested to fill out a survey. 70% of the women were dissatisfied with their body size. While 12% were happy with their body shape (Moon, 2003). From here the researchers observed that high levels of a female dissatisfaction with her body shape (and size) - especially if she is considered an appearance schematic- makes them to (heavily) engage in appearance management behaviors. High levels of willingness to pay big amount of money on cosmetics and other appearance management behaviors are also reported (Jung and Lee, 2006, p. 354).

Because of the advertising enforcement of the specific Western beauty standards and the discrepancy produced between the actual-self and the ideal advertising images as a result of that enforcement, affects the way women would evaluate themselves (Jung and Lee, 2006).

4.2. Appearance of Different Background-Females in Advertising

According to Rhea Sengupta (2006) the "intersection between race and advertising" has been an important topic to put under discussion. And to be more précised, the author tries zooming on the women put in advertisements and examines their appearance in ads-especially in magazines- in accordance to their race. The races that have been discussed mainly here is Black, East Asian and White. In addition to that, the

author connects women's nation in advertisements to the old stereotypes that till today insist to exist. In advertising, it is commonly known that White is being the ideal beauty, Black represents hyper-sexuality, and East Asian women appear for high technology products. In addition to that, there is a direct accusation from several researchers to advertising and the way it portrays female models with unreal beauty characteristics causing young females to develop high levels of self-dissatisfaction (and low self-esteem) (p.799).

Here are some examples of races are being "under-represented" in the media due to them being minorities. These minorities are Hispanic American, African Americans, and East Asians. Hispanic Americans are not being represented enough in advertisements. Instead, they are being viewed as "uneducated" and "unintelligent". Connecting these stereotypes to the expectancy theory, it is highly expected for the Hispanic peoples even the children to think that there is no need to study or achieve high positions in the society since the society does not expect that from them. Milkie states that "not only can pervasive media images shape the reality of people, but they may also shape a person's idea of what society at large thinks is normal" (Milkie, 1995, p. 86). In this case the social comparison theory comes supporting this assessment; that the public people tend to "evaluate" and even imitate people who are seen socially accepted (Frisby, 2004). In simple words, young females exposed to media images stand forced to follow these images and engage in what is called "social comparison" (Sengupta, 2006).

The case with the African Americans is not much different than the Hispanics case when it comes to their appearance in advertisements. According to the American Civil Rights Movement, African Americans are "rarely" shown in the media (Collins, 2000; O'Barr, 1994). Moreover, researchers have noticed that even when African Americans were used in advertisements, they would be used only in support with the (wrong) stereotypes in the society. The society sees African American well presence in the sport and /or entertainment domains. With time, the author approves on the increased presence of this specific race, however with a continuous clear avoidance of giving them main roles. African American would be in advertisements in small roles and/or in "backgrounds". That is only for the sake of the Tokenism as Taylor et al. (1995) named it (Taylor, Lee, and Stern, 1995) (Sengupta, 2006, p. 800-801). According to the Merriam-Webster definition, the term Tokenism is state of practicing an act or

considering minorities for the reason of avoiding or surviving criticism (https://www.merriam-webster.com/dictionary/tokenism).

In a study conducted by Frith et al. (2004), a cross-cultural observation of Asian and Western women in magazines the results that came out were astonishing. In Asian magazines; Western women were presented as sexually beautiful, while Asians were featured as "cute" and "girlish." Western women appeared in the clothing ads stressing on the body-image factor, unlike Asian women who appeared in the beauty product advertisements (Sengupta, 2006, p. 801).

In the American magazines, Asians are also being "underrepresented" as the results of some studies have shown (Frith, Cheng, and Shaw, 2004, p. 55; Taylor et al., 1995). To be more précised, Taylor (1995) depicts that the advertisers actually depend on Asians in ads of technology and businesses neglecting them in ads of beauty and other ads. This is because of the stereotype about the Asian nation in the American society; in the society it is expected from Asians to be smart in technology and corporation businesses (Sengupta, 2006, p. 801).

Unfortunately when minorities like the races mentioned are not being enough represented in the media specifically in advertising (in magazines or television) these minorities get confused and feel the obligation by the society to follow and associate themselves to the media images represented by models that possess Western beauty standards. Several researches regarding the "racial representation" in the media have been a hot topic. Moreover, the topic also discusses the "proportion criteria" of the races appearing in the advertisements. It has been stated by Sengupta (2006) that the proportion criteria suggest that "the frequency of populations in the media should be approximately equal to the proportion of those populations represent in actuality." According to the social comparison theory and the expectancy theory, young women from the minority races in a society tend to compare themselves to the media images. Young females attempt to reach the media beauty expressed standards expecting themselves to look like the women in the images. At some point the get hit by the hardship of the task. As a result of that, young females suffer from self-dissatisfaction, low self-esteem, and in severe cases, they might suffer from dangerous eating disorders (Sengupta, 2006).

5. ESSENTIAL RESEARCH STUDIES TO AMBS

This section is an attempt to give the reader a glance of past experiences that the researcher thinks are of great importance to the main topic of this research which is; female appearance management behaviors. This section is divided into two subsections; the first one talks about the challenge that the American market took in order to penetrate the Iranian local market. The second subsection discusses the concept of beauty through an experiment done by Dove campaign in which photographs of models are being shown to female participants. The experiment tries to understand the beauty concept of young females nowadays.

5.1. The Clash between the Western and the Eastern Cultures

The Iranian Experience

In a substantial article by Amin (2004), the light was spotted on the tension between the East and the West that actually has always been present, especially when it comes to women in advertising and the way they are being presented. The Islamic Republic of Iran is a great example of the East-West culture mix and the advertising conflict between the two cultures.

The Iranian culture has always been rejecting new fashion ideas coming from the Western culture. Nevertheless there had been a feminist movement that supported the adaptation of clothing and hair styles imported from the Western culture. The feminist movement was called the "women's awakening project." It started early in the 1936 up till the 1941. It started with the tenet of unveiling women in public and reached to supporting females to wear Western clothing and have Western haircuts and styles, not only that, but also-later on-it encouraged women to appear in advertisements (Amin, 2004).

The United States of America attempted to enter the Iranian market in several ways but the results were not so positive. On the Other hand, the trade between the two countries and the student exchange programs are few helpful factors that helped the USA in its attempt for entering the Iranian market. At the very beginning the entrance was via the concept of marketing for "health and beauty" products after WWII (Amin, 2004).

A famous saying by Bill Crystal on his show Saturday Night Live on television, "looking good" and "feeling good" and the difference between the two perceptions was not an innovation. In short, the modernism is not something new to societies, not even

to the Iranian society. Marketers realized the importance for females in Iran to differentiate between between being (looking) beautiful and being (looking) healthy. An example of that was the water and soap method of advertising. Bathing is a hygienic act with water and soap but then the soap product got improved and manufactured for more than just bathing. Soap nowadays, is produced and believed to be used to clear, lighten and soften the skin (Amin, 2004).

A magazine evolved in Iran called Mehregan reflected the American style magazines. Its interest was revolved around teenagers and young adults. In the 19th and 20th centuries, the magazine did not ignore the Iranian culture and norms. However after that, it was clear that the magazine was a "commercial enterprise". The interest of the enterprise got modified and issued articles about trendy fashion styles as well as film stars, "beauty contests" and "leisure activities." Regarding the cover of the magazine, the enterprise was considered a hit in the Iranian culture that is because as the cover would display famous monuments in the country-especially in Tehran- it would also put picture of Hollywood stars or/and "European beauty contest winners" (Amin, 2004).

On the other hand, there was also Ettela'a which started with 4 pages only. The journal had a massive change after the visit of Reza Shah to Turkey in 1934. After this visit, Ettela'a started issuing pictures and covers of Turkish actors and actresses. Although this was a forward move by the journal, there were no other advertising improvements done sooner at that time (Amin, 2004).

Taking facial cream as an example of a common product mostly used in advertisements; creams -facial or body lotions- have been advertised for both in the West and Iran and may be with the similar extent. Nevertheless, mostly in Iran, advertising for creams was limited to drawings and/or portrays of women. That was put under the excuse of preventing offending females in some way or another, and/or seducing the public in any way. Until after the 1936 when the relations got strengthened between Iran and Turkey. After that, not only real models were presented in advertisements but also the "health and beauty" products of the Western culture were being able to enter the Iranian market more efficiently (Amin, 2004).

5.2. Dove Real Beauty Campaign: A Study of the Correlation between the Actual-Self and the Ideal-Self

According to the study conducted by Kimberly Bissell and Amy Rask (2010) the main aim of the Dove's campaign was to open a new door of discussion for the definition of beauty and the way it was perceived by women. The campaign attempted to guide women to a wider beauty definition and expand their view of the term "beautiful".

According to the Dove's campaign management department, the campaign was launched in 2004, going against the other advertising campaigns' norms. For the campaign, Dove used television, print marketing materials and billboards. Dove used models possessing various physical attributes in regards of age, races, colors, and sizes (Bissell and Rask, 2010).

The participants of the study were college female students. It was assumed that 25% of these students were susceptible to eating disorders, body dissatisfaction and low body self-esteem. In total, the participants were 138 in which; 9% were African American, 85% were white, 2% were multiracial and 4% were Asian/Asian American. The women were between 19 and 51 and were shown 4 model photographs. The average age was 31.5. Each participant was directed into one of four images of lingerie models. One of the four images was not manipulated (not changed); it was the Dove image (Bissell and Rask, 2010).

Dale Cusumano and Kevin Thompson's scale was adapted as a "sociocultural" attitude measurement in regards with the appearance survey questionnaire. The results showed that the participants who scored high on the social comparison scale also scored relatively high on the self-discrepancy measures. In other words, their discrepancy was high between the actual-self and the ideal-self. It was also noted that there was a significant relationship between the social comparison of the participants and the "importance" of the ideal beauty attributes; "importance of appearance" (Bissell and Rask, 2010).

The attractiveness scores showed that, the ultra-thin model got the highest score of attractiveness among the other types of models, then comes the plus-size model, the athletic model got the third place regarding attractiveness and the Dove not manipulated model image received the lowest attractiveness score (Bissell and Rask, 2010). According to the results, it can be concluded that the beauty perception of the

females participated in the study crowned the ultra-thin body as the most attractive and that can give us a hint advertising materials are affecting the women's beauty concept and limiting it into one concept (the beauty myth). The results of the study also gives a green light about the participating women that they are highly subjects to disordered eating behaviors and are close enough to developing the disorders do have possible eating disorders and might be willing into going through cosmetic surgery in order to "fix" their body shape and weight.

6. METHODOLOGY

In order to form a comprehensive and clear picture of the four AMBs discussed the literature review and will be discussed in this chapter as well, females' body image and beauty concept are also elements to be studied. In this chapter the reader will read and will be able to observe the progress of the study from research design, survey and participants, data collection, data analysis, findings and comments, and results and conclusion.

6.1. Research Design

As it was stated in the literature review, this research study aims to reach a vivid understanding of females' behaviors that they adapt in order to manage their appearance and beauty. The study also examines the source that young females account on when obtaining information about beauty and how to be attractive. More specifically, the study is examining whether the main source is advertising or not. Foremost, the research intended to examine four types of Appearance Management Behaviors (AMBs); Makeup, exercise, eating disorders and cosmetic surgeries. In order to understand females' behavior with the discussed topic, it was important to examine females' beauty concept and other interconnected aspects such as body-image and body satisfaction. All these aspects are being tested through representative questions (items) in the survey established.

The study work was obtained through an expletory research with accordance to the descriptive approach. On the other hand, the sampling method chosen for this research study followed the Non-Probability sampling method. The reason why the researcher preferred this specific sampling method is because it is the most convenient and applicable method found for the study.

"*The Effect of Media on Female Adolescent's Satisfaction with Their Body Image*" was used as a measure guide for this thesis work. The thesis research was written and worked on by Cynthia A. Cardosi, M.Ed., and M.S.S. (2006). Although the topic of this mentioned thesis research examines the effects of the media in relation to female body satisfaction, while our current thesis project does not study the exact same topic, it still has identified as highly applicable and into the point with the current thesis purposes and research items.

It was conceptualized by the researcher that the metric guide needed some adjustments (and additions) in order to fit the research items of her own research study.

On top of that, items that were perceived as unrelated to this study's topic and main discussed items were not included in the new established survey. One of the changes that took place in the new established survey was the location of the demographic questions. Unlike in the guide metric, they are located in the beginning of the survey instead of the end. The researcher thought that this way it would be more convenient for the participants when answering and for the researcher when analyzing the data.

In this study survey, questions asking for the participants" height and weight, the term "approximately" was used. In case the participant does not know her exact height or weight, she still could answer the questions.

It can be distinguished that this study tackles advertising in all its material types. In contrast to the guide survey, in which it was concentrated mainly on Television and magazine advertising. However this was not the case for this study, the researcher used the terms "TV" and "magazines" for illustration not for specification as it is seen in the survey appendix A.

Correspondingly, there were questions (items) added from other metric studies in order to fulfill the study's themes to be studied. Since the main metric guide did not tackle the topic of beauty concept, the researcher adapted external items found compatible from another source; "*Campaigning for Real Beauty Reinforcing Social Norms? An Analysis of the Correlation of the Dove Campaign for Real Beauty and Advertising in Fashion Magazines*" by Sara Roedl (2010). The material is another PHD dissertation tackling the topic of beauty concept in specific.

Once the survey was established, and for more credibility and for ethical purposes, it passed by the office of the ethical committee of Anadolu University and got approved on along with the proposal and other required documents. Additional procedures to do with the ethical aspect and the rights of the participants were taken at the Lebanese American University. The researcher was required to obtain a National Institutes of Health (NIH) certificate as it was one of the requirements in order for a researcher to conduct a (survey) study research at any American institution. The certificate was obtained through the fulfillment of readings of case studies and tests on the official website. In addition to that the survey, the proposal and the other related required papers got examined and approved on by the school's Institutional Review Board (LAU IRB).

6.2. Survey and Participants

The survey was prepared first in English (knowing that the original metric survey was English). Then it was translated to Turkish by a Turkish native speaker; Banu Göver who was also a university student. After that, the survey was reviewed by Dr. Alper Kumtepe; an instructor at the Distance Education Faculty at Anadolu University, made some language adjustments after comparing both the English version and the Turkish version. Not only had that, but the two versions of the survey had to be evaluated statistically as well. Assoc. Prof. Dr. Bilge İspir; an instructor at the Public Relations and Advertising Department, helped in comparing the two versions and confirming whether the survey met the research questions of the study and did not create any possible conflicts in the analysis and results units.

The research study was conducted first in Anadolu University (Turkey) as the first part of the study comparison process. After that, the process moved to Lebanon, to the Lebanese American University. The research survey in both versions (English and Turkish) start with an introduction in which an explanation of the research study, its aim, and the use of the information to be conducted get to be briefed to the participants. All the procedures are taken by both schools in order to protect the participants' rights and privacy.

University female students are the targeted sample population for this research study. Participants consist of around 100 female students from Anadolu University (Turkey), and 100 female students from the Lebanese American University (Lebanon). The participants will be requested to voluntarily answer a survey of 50 questions/items. They are chosen from several departments from the two allocated universities. That is in order to create an unbiased study results as well as get the general viewpoint of the assigned targeted group in accordance to the research topic.

6.3. Data Collection

GoogleForms was used as a data collecting tool. At Anadolu University in Turkey, after getting the approval on the survey content and circulation process from the committee of ethics, the researcher got the email addresses of the participants on campus by individually talking and asking them for their participation on the survey- in case of their participation agreement- the link of the survey gets to be sent to them on the same day. Participants were also kindly requested to ask their female Anadolu classmates if they would like to fill out the survey and upon that they send them the

survey link. The third method that was used at Anadolu University was that some university instructors got their female students' verbal approval of their participation to fill out the survey. The survey link will be sent to them the soonest. In simple words, the method that was followed for data collection was the snowball sampling method. While on the other hand, the method of collecting data was different at the Lebanese American University (LAU). In support and connection with LAU-IRB office, Dr. Loulwa Kaloyeros who is a senior instructor in psychology at LAU was kindly requested to be a formal adviser for this study in Lebanon at LAU. After that, the Department of Institutional Research and Assessment of LAU (DIRA) created a contact list of female LAU current students with the identified criteria and send the survey link via emails to the participants.

6.4. Data Analysis

For the dynamic aspect of the research, both SPSS and Microsoft Excel programs were used in order to acquire statistics and numbers for the accuracy of the research for each country as well as for comparing between the two countries' samples (Turkish and Lebanese). In the upcoming sections, tables and statistics will be searched out discussing the observations and analyses of those statistics.

Before any serious use of the data collected, reliability test via SPSS was conducted on the data Likter scale items of the survey for the first 24 respondents of the Anadolu University's sample. The aim of the test was to examine whether the upcoming conduction and examination of the data was to be "consistent" and appropriate. The result of the reliability test came out positive with a score of significance .88. Based on that, the study data analysis and results conducting was carried on.

Demographic Indices

The survey included demographic questions through which participants were asked to provide information about their age, school year, marital status, religious preferences, approximate height and weight, and approximate monthly stipend. This kind of information was perceived as a big support for the later on information obtained. For instance, information of the height and the weight of the participants were to be used in order to calculate the Body Mass Index (BMI). BMI was important for the distinction process of participants' state of overweightness.

The BMI notion was first established by the National Center for Health Statistics. It has been widely used in order to examine the weight of people and recognize whether

they are "underweight, normal, overweight, or obese" (or obese). And in light of that health centers get to react and attempt to find treatments and create health programs for the patients if needed (Ferrera, 2005, p. 118).

It was also statistically proven by SPSS that the average BMI among the data achieved from Anadolu University participants was 21.71 Based on that, people who got to be over the average BMI were considered overweight and their number was 51out of 122. While on the other hand, the average BMI reached from LAU participants was 21.87 out of 185. Likewise, participants who were over the average BMI were conceptualized as overweight and their number was 86.

Figure Rating Scale

The figure rating scale got to be very useful since its establishment till today. It was created and developed by Stunkard, Sorenson, and Schulsinger (1983). The scale as will be shown and analyzed later on, is mainly focused into the topic of measuring body image. The scale is described as easy to understand and analyzed (Monteath and McCabe, 1997; Must, Phillips, Stunkard, and Naumova, 2002).

The scale contains 9 figures of female outlines ranging from 1-9. "1" represents "extremely thin figure" and goes through figure "9" represents the "extremely obese figure". The same figure scale is given to the participants on three different rating questions; (1) to choose the rate the best figure that represents their current body image, (2) to the rate the best figure depicting their ideal body image, and number, (3) figure scale offered in order for participants to choose the one that most represents the advertising ideal body image.

Measuring Sociocultural Attitudes Using Likert Scale

Likert scale was also put in use of this survey. A 5-point scale ranging from 1- "strongly disagree" to 5- "strongly agree." This scale in specific was used in support of the concepts and items to be measured such as measuring the beauty concept and social comparison subjects. The idea of the Likert scale was taken from the sample metric (as it was previously explained in the research design section), and the researcher also perceived it as suitable to attain the subjects of this research as well. The Likert scale, as it is well-known about it, measures the degree the respondents agree with an item (a sentence). In the end, the sum and average of the items that measure a notion will be able to measure a conclusion that its role is to give a clear understanding about the state of the respondents (sample) with regards to that specific notion. For more clarification, the Likert scale is an attempt to measure beauty concept, and the extent of enforcement

emphasized by advertising on young females. The Likert scale also consists of items examining the four sought for elements; exercise, makeup, eating disorders and cosmetic surgeries.

"Yes" or "No" questions were also followed up by connected questions presented in an independent mode. When Turkish girls from Anadolu were asked whether they were influenced by a specific source when first applied cosmetic products or not; the percentage of the sample who said "yes" was 55.8. On the other hand, the percentage of the LAU sample that their answer was positive to this specific question was 55.5%. Also other "Yes" or "No" questions were acquired to attain information about participants' history (if any) with regards to eating disorders and cosmetic surgeries.

7. FINDINGS AND COMMENTS

Age

At the beginning of this study and before collecting the data, the plan was to study an age range of 18-24 years old. However, when the results came out, it showed that there were respondents above the assigned age range (above 24 years old) participated in answering the survey. It was not expected by the researcher that there would be students above the age of 24 years old. That is because it was not expected by the researcher that there would be undergraduate students above the age of 24 years old.

In Turkey, more specifically at Anadolu University, it was reported that the average age was 21 years and 6 months old, the maximum age was 29 years old and the minimum age was 18 years old.

In Lebanon, and since the targeted age range is the same to that in Turkey, similar results were achieved. The average age indicated via the data collection process was 20 years and 5 months (as shown in the table). It is also important to mention that a total of 161 shared their age information. The maximum age recorded was 30 years and the minimum age was 18 years.

University Year

It was recorded among Anadolu University's participants that the highest number of respondents were from 4^{th} university year female students with a frequency of 38.5% (47 out of 122 participants). Participants from 1^{st}, 2^{nd}, and 3^{rd} university year respectively had similar frequency percentages; 20.5% (25), 19.7% (24), 21.3% (26).

According to these statistics, it is assumed that 4th year students were more willing to answer the survey in accordance to the other school year students.

Table 7.1.-7.2: *School Year*

(Turkish Sample)

School Year	Frequency	%
1	25	20.5
2	24	19.7
3	26	21.3
4	47	38.5
Total	122	100.0

(Lebanese Sample)

School Year	Frequency	%
1	13	7.0
2	50	27.0
3	39	21.1
4	81	43.8
Total	183	98.9

In Lebanon data were also similar to those obtained from Turkey. The total of the respondents was 183 out of 184. It was also observed in the table below that the highest percentage of the respondents were also from 4th university year by 43% (83 out of 183). The other school years students' data is shown in the table below:

Religion

It was declared by the Turkish sample that 86% (105 out of 121) have picked Islam as their religious preference, and the rest of the participants were distributed by 8.2 % for "others" and 5.7% for "I don't want to answer".

Table 7.3.-7.4: *Religious Preferences*

(Turkish Sample)

Religious Preference	Frequency	%
Muslim	105	86.1
Others	10	8.2
I don't want to answer	7	5.7
Total	122	100.0

(Lebanese Sample)

Religious Preference	Frequency	%
Muslim	106	57.3
Catholic	41	22.2
Orthodox	7	3.8
Maronite	5	2.7
Protestant	2	1.1
Baptist	2	1.1
Druze	4	2.2
None	11	5.9
Sufism	1	.5
Total	179	96.8
Missing	6	3.2
Total	185	100.0

Unlike Turkey, in Lebanon the distribution of religious preferences data was more diverse. As it was observed in the table, the highest religious preference among the participants was Islam (57.3%) +Sufism (0.5%) = 56.9%. In addition to that, the next

highest percentage was Catholic 22.2%. These numbers were presented out of total sample students of 176 out of 184.

Height and Weight

Table 7.5.-7.6: *Means and Standard Deviations for the height, weight and BMI Indices:*

(Turkish sample)

	N	M	SD
Height	122	164cm	5.9271
Weight	122	59kg	9.7631
Body Mass Index (BMI)	122	21.71	0.000347

(Lebanese sample)

	N	M	SD
Height	185	164cm	5.927119
Weight	183	59kg	9.7631
Body Mass Index (BMI)	185	21.87	0.000347

According to the data provided by the Turkish sample, it was detected that the maximum height recorded among the participants was 182.cm yet the minimum was 150.cm. Other than that, the maximum weight recorded was 87.kg while the minimum weight was 45kg. In support of that, the average height was 164.9cm and the average weight was 59kg.

Body Mass Index (BMI) was also calculated of the participants. The average BMI for the Turkish sample was 21.71 and the maximum was 32.7. In view of the data, BMIs that were over the average were titled overweight. When calculating data, it was indicated by SPSS program that there were 51 people among the Anadolu University sample who could be counted as overweight.

With regards to the data revealed from LAU, It was reported that the maximum height 180cm and the minimum height 150cm. Moreover, the maximum weight reported among the statistics obtained from LAU was 115kg and the minimum weight was 43kg. In view of that, the average height was 161.8 cm and the approximate average weight was 60 kg.

Accordingly the average BMI obtained from LAU (21.87) was very close to that obtained from Anadolu University (21.72). Based on that, it can be conceived that BMIs between 21.87 and 41 belong to overweight respondents. In view of that it can be said that there were 86 of the respondents who could be considered overweight (BMI more than 21.87).

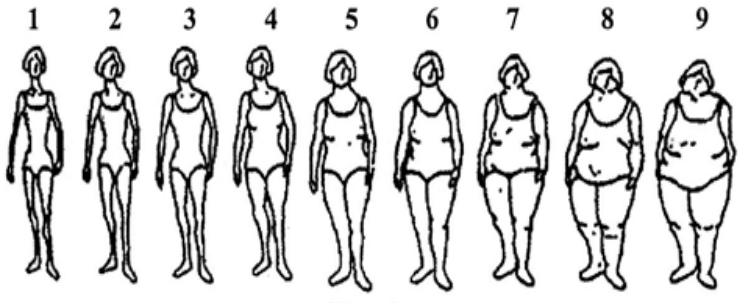


Figure 7.1. *Figure Rate scale*

Table 7.7. *Means and Standard Deviations for the Figure Rating Scales*

		N	Mean	t	df	sig
Current Body	Lebanese	185	3.88	.442	305	.659
Image	Turkish	122	3.81	.435	245.451	
Ideal Body	Lebanese	185	3.18	1.234	305	.218
Image	Turkish	122	3.06	1.222	250.293	
Advertising	Lebanese	183	2.39	-8.865	296	.000
Body Image	Turkish	115	3.45	-8.648	222.785	

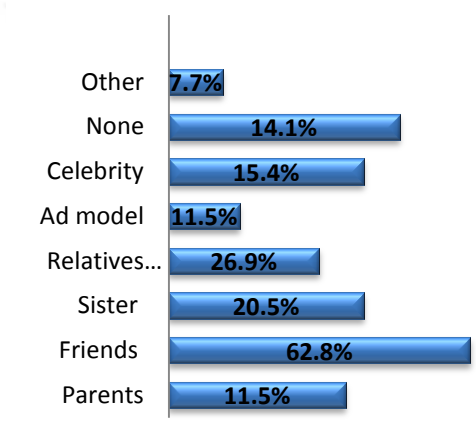
9 figures were introduced in the Figure Rating Scale; from 1 - "extremely thin" to 9 – "extremely obese." T-test was used in this case. As it is reported by the table above, there is a significant ($p<0.05$). It was noted that the ratings were distributed between the figure 1 and 7 with a median of 4. The mean for the Turkish sample was 3.9 (almost 4) with regards to current body image.

Moving on to the second figure rating, which tackles the ideal body image, in this case, the mean was represented by figure number 3. Answers ranged between figures 2-5. From here, it could be understood that there is one figure scale between the current body image and the ideal body image of participants from Anadolu University. With regards to the third question in the rating figure scales which tested the advertising ideal body image, figure 2.39 was reported as the mean.

Via table 7.7, it was implied that the gap between the current body image and the ideal body image for the Lebanese sample was not that big of a difference. The means for the current body image, ideal body image and advertising body image were

respectively 3.8, 3.06, and 3.45. As it was mentioned previously, the means obtained from the Anadolu University data collected for the current body image and the ideal body image respectively (3.8, 3.06) and the difference between the two means is 0.74. Comparing the gap between the current body image and ideal body image items for the LAU data, it was noted that the means collected for the two assigned items respectively (3.9, 3.2) and the gap between them equals 0.7. In other words, the gap between the current body image and the ideal body image data showed not big of a difference in both samples.

Turkish Sample



Lebanese Sample

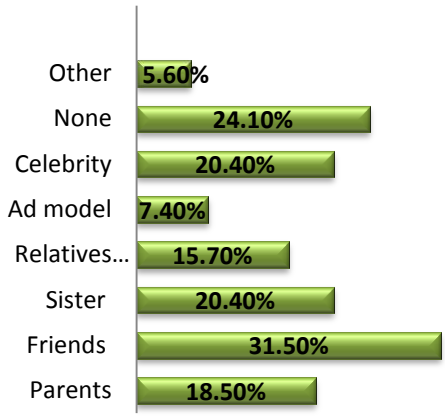


Figure 7.2 *Source of influence when first started applying make*

In question (42), respondents were asked whether they were influenced by someone or other source of cosmetic information when they first applied makeup. The percentage of the two samples who answered by "Yes" were as follow; 55.7% from the Anadolu University sample, and 44.9% from the LAU sample. It was noticed that the two samples that answered positive on this question, both were influenced by their friends as the main source of information and influence. Not to forget that the choice "friends" was considered a social influence, the choices "Ad model" and "celebrity" were considered as media sources of influence that were also offered as options in the same question (43). Statistics came out like this; only 26.9% (11.5% ad model+ 15.4% celebrity) of the Anadolu University sample picked, and 27.8% (7.4% ad model+ 20.4% celebrity) of the LAU sample chose media as a source of influence when first applied makeup products.

Table 7.8.-7.9: *Means and Standard Deviations for overweight participants*

(BMI >21.72) (Turkish sample)

	Current body image	Ideal body image	Advertising body image
N	51	51	50
Mean	4.78	3.33	3.58
SD	1.101	.887	1.214

(BMI >21.87) (Lebanese sample)

	Current body image	Ideal body image	Advertising body image
N	86	86	86
Mean	4.65	3.43	2.63
SD	1.071	.834	.934

According to the Figure Rating Scale, figure number 5 represents the middle point among the 9 body figures. According to the numbers shown in the table above, the average figure selected by overweight participants from both sample-51 from Anadolu University and 86 from LAU- when asked about their current body image was located between figure 4 and 5 (4.87, 4.65). Connecting the two aspects, it could be concluded that overweight girls of the two samples either were "unable" or "unwilling" to answer the question and that created some kind of contradiction between the results reported (as them being overweight) and the number of figure that they chose. In short, figure 4.87 and 4.65 were not viewed as compatible with the mean BMI of the overweight respondents.

It was also worthy to point that the mean of the participants' ideal body image was perceived as reasonable enough (figure 3.33 and 3.43).

For this question (44) in specific, options were put in 10 categories as it is shown in the table above. 22.1% (27) of the Anadolu sample had indicated that they usually do not put makeup. In the contrary, 18.9% of the participants answered that they do not wear makeup when "at home". Those were the two responses that got the highest percentages. 8 Other cases are also illustrated in table 11 worth checking.

Table 7.10.-7.11: *Distributions in which participants do NOT put makeup*

(Turkish Sample)

	Frequency	%
I usually don't wear makeup	27	22.1
At home	23	18.9
University	12	9.8
Casual places & events	13	10.7
Bad mood	2	1.6
Funerals	3	2.5
When I don't feel like it	9	7.4
Illness	17	13.9
Stress	12	9.8
In a hurry	3	2.5
Total	121	99.2

(Lebanese Sample)

	Frequency	%
I usually don't wear makeup	54	29.2
At home	16	8.6
University	12	6.5
Casual places & events	6	3.2
Bad mood	4	2.2
Funerals	28	15.1
When I don't feel like it	46	24.9
Illness	7	3.8
Stress	6	3.2
In a hurry	1	.5
Total	180	97.3

Tables 7.10 and 7.11 resemble the cases in which participants **not** put makeup in, options were put in 10 categories as it is shown in the table above. 22.1% (27) of the Anadolu sample had indicated that they usually do not put makeup (at all). In the contrary, 18.9% of the participants answered that they do not wear makeup when "at home". Those were the two responses that got the highest percentages. 8 Other cases are also illustrated in table 11 worth checking.

Data collected from the Lebanese sample was very similar to that collected from the Turkish sample. 29% of the respondents have indicated that they "usually do not put makeup," likewise, also the Lebanese sample chose "at home" as its second case of not wearing makeup with a percentage of 8.6.

Table 7.12.-7.13*: Distributions in which respondents thought they had to wear makeup at*

(Turkish Sample)

	Frequency	%
On occasions	65	53.3
Good mood	7	5.7
Outings	16	13.1
Outings with friends	6	4.9
Cover a pimple/tired face	13	10.7
I always wear makeup	5	4.1
None	5	4.1
Total	117	95.9

(Lebanese Sample)

	Frequency	%
On occasions	109	58.9
Good mood	24	13.0
Outings	10	5.4
Outings with friends	26	14.1
Cover a pimple/tired face	6	3.2
I always wear makeup	4	2.2
None	5	2.7
Total	184	99.5

Among the Turkish sample, 53% (65 out of 117 respondents) of the participants declared that they felt they had to put makeup on special occasions. In addition to that, 18% (13.1%+ 4.9%) of the participants indicated that they felt pressure to wear makeup when going out. On the contrary, 4% of the sample did not feel any pressure to put makeup. In light of that, it could be understood that this small category of the sample either do not put any makeup under any circumstances or they are not limited to any of the cases mentioned.

Approximately 184 of the Lebanese participants indicated two situations in which they felt they should be wearing makeup at; on occasions by 59% (109 out of 184 respondents) and when going out 18% (13.1%+ 4.9%). On the other side, it shows from the data that 2.7% of the sample did not feel any pressure to put makeup.

Based on the data given, it can be assumed that the Turkish and the Lebanese samples were affected by social sources more than they were by the media sources when seeking advice and/or information with regards to beauty in general and the use of the cosmetics in specific. However, a point not to be neglected is that the percentages (26.9%, 27.8%) of both samples that perceived media as an effective source of information were still significant for study and further considerations.

In light of the statistics collected with regards to cases of participants wearing makeup, and from both the Turkish sample (4%) and Lebanese sample (2.7%), it could be understood that this small categories of the samples that picked "none" as an answer, either they did not use makeup products under any circumstances or they were not

limited to any of the cases mentioned in the survey. In other words, it was anticipated by the researcher that they might not feel pressure to wear makeup; and/or they apply makeup according to their own mood and desire with no connection to social expectations and/or media enforcement.

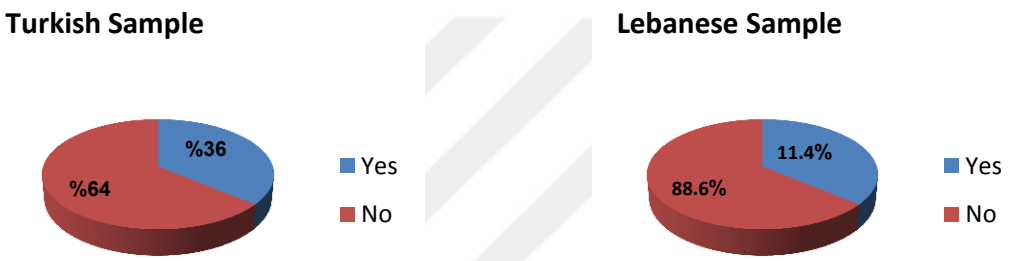


Figure 7.3. *Do you have or have you had an eating disorder?*

Interestingly, when Turkish participants were asked whether they have (had have) eating disorders, 36% (44 out 122) answered positive.

On the other hand, LAU participants answered differently from those of Anadolu University ones. Based on the results, 11.4% (21 out of 185) indicated that they had (have) experiences with eating disorders.

It was witnessed that the answers mentioned as eating disorders by the Turkish sample do not meet the definitions presented and discussed in the literature review. There are specific criteria for disordered eating behaviors so that they are considered eating disorders (please look at the literature review for more information. p.33, 34). Examples of the answers given by the respondents as eating disorders were such as; having only one meal a day, eating fast food, not eating well during menstruation period, not eating well during emotional problems (breakup with the boyfriend). These were not thought of as eating disorders. Thus, it can be anticipated that Turkish participants not only did not have eating disorders but also did not have the correct definition of an eating disorder. What supported such a assumption was their answers

for the question after, when they were asked in order to lose weight what kind of approach did they use. The highest percentage (46.4%) (52 out 112) went for "go on diet." One might argue that skipping meals can be considered as an eating disorder. On this regard, it should be clear that skipping meals is not an eating disorder, but it is a sign for a possible eating disorder in the soon future. Moreover, only small percentages of respondents have voted for "make yourself throw up" (0.9%), "taken pills/drugs" (0.9%). And these were put as options to indicate whether respondents were having signs of a future disorder. In short, the Turkish sample did not have eating disorders in their past nor they had enough awareness about eating disorders.

In spite of the small number (11.4%) of the LAU respondents assuring their familiarity with eating disorders, it was indicated that they had real past experiences with eating disorders. 21 responses (11.4%) were gained from the sample mentioning the eating disorders they went through. Among the 21 responses, bulimia nervosa, anorexia nervosa and binge eating were mentioned several times. In view this, it can be evidenced that the Lebanese sample knew the correct definition of an eating disorder and answered on the assigned survey question based on the knowledge they had about eating disorders. This can be attributed to their real experience with clinical eating disorders.

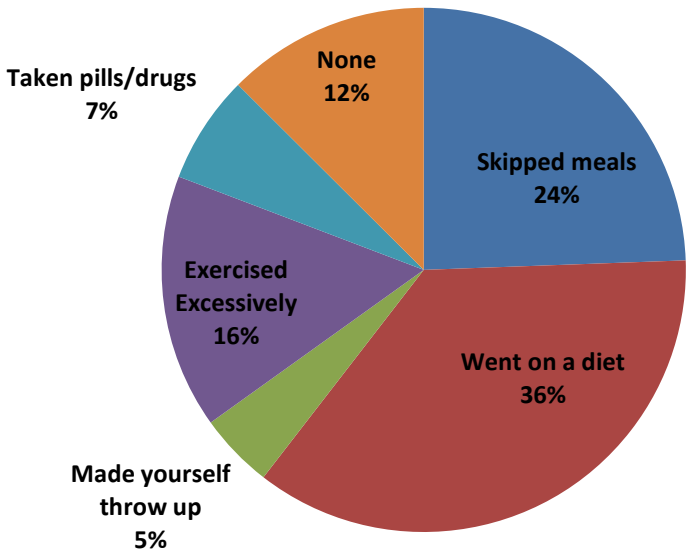


Figure7.4. *Have you ever done any of the following to lose weight?*

It appears clearly in this question after, in which participants expressed the type of effort they put in order to lose weight. As it was aforementioned the aim of this question was to detect any sign or readiness of the participants into developing an eating disorder. "Made yourself throw up" and "Taken pills/drugs" options have hit remarkable percentages that could be viewed as vulnerability to future eating disorders. These answers support the previous assumptions regarding LAU sample's knowledge and experiences with accordance to eating disorders.

With reference to cosmetic surgeries, the majority of the Turkish and the Lebanese samples answered by "No" to the question of whether they have ever had cosmetic surgery. The difference between the two samples is within the "Yes" responses. Among the Anadolu University sample, only one person had answered positive to the question and the surgery work was done on the nose. The cosmetic surgery experiences among the Lebanese sample were much worth examining. 25 out of 185 people had gone under the knife as it is shown in table 7.14.

Table 7.14. *Lebanese sample's experiences with cosmetic surgeries*

	Frequency	**%**
Nose	20	10.8
Stomach	2	1.1
Face	1	.5
Breast augmentation	1	.5
Lip fillers	1	.5
Total	25	13.5

It was noticed that among the cosmetic surgeries reported among the Lebanese sample, the nose job was the most common surgery operated in comparison with the other body parts.

The data resulted out of the comparison between the two countries' samples was highly recommended to be revealed in here at the end as it is anticipated as really influential and comprehensive data to end the results section with. It is also vital to denote that T-Test on SPSS program was operated in order to process and analyze comparison data. To be more specific, T-Test in SPSS program is a test that calculates and compares the mean data between two independent variables. The test results were as shown in the table below.

By observing the table below, it could be declared that beauty concept, the concept/use of makeup products and cosmetic surgeries are statistically significant different when comparing between the data obtained from the samples of the two

countries (Turkey and Lebanon). On the opposite side, it was found that there was no statistical significant difference for the other variables; advertising enforcement, social comparison, and exercise.

Table 7.15. *T-Test results for the Turkish and Lebanese samples for the following variables*

		N	Mean	T	df	sig
Beauty Concept	Turkish	122	2.36	-7.882	304	0.000*
	Lebanese	184	2.91		186.146	
Advertising Enforcement	Turkish	122	2.89	-.916	304	.360
	Lebanese	184	3.02		225.830	
Social Comparison	Turkish	122	2.87	-.455	304	.649
	Lebanese	184	2.92		237.288	
Makeup Products	Turkish	121	3.25	-4.268	302	0.000*
	Lebanese	183	3.76		213.820	
Exercise	Turkish	121	2.02	-1.195	302	.233
	Lebanese	183	2.70		259.920	
Cosmetic Surgeries	Turkish	121	2.60	-4.794	302	0.000*
	Lebanese	183	2.72		240.282	

*p<0.05

Looking at the mean scores in the table below, it can be recognized that respondents of the two samples (Turkish and Lebanese) had slight differences with respect to their agreement to the notions offered to them in the survey. The Turkish and the Lebanese samples did not agree with the specific beauty concept/definition they were confronted with by advertising materials and vehicles that (according to the literature read and researched). Their disagreement was expressed by the mean scores given (2.36, 2.91) respectively.

For the advertising enforcement, participants of the two samples gave similar mean scores to those given for the beauty concept one. The scores were also around the middle score of agreement (2.89, 3.02). That led to an analysis of lack of knowledge and/or interest of the participants with regards to the beauty enforcement that advertising has been practicing.

Slightly clearer signs of agreement have been revealed through the mean scores given with relation to makeup. Girls of the two samples have declared a little above the middle degree of agreement (degree 3) when asked whether they thought of makeup products were good tools for beautifying one's face.

Participants have reported clear scores (2.02, 2.70) implying their disagreement with the items requesting their opinions with regards to the exercise element. For the participants, although they were not satisfied with their weight and body shape, they still did not try to exercise or look like athletes.

Most interestingly, it has been frankly declared by the participants did not agree that cosmetic surgeries were something important to improve females' facial appearance or something that would make females feel better about themselves.

It is also essential for the reader to understand that table 7.15 could be considered a mini conclusion for this study. That is due to the data it includes via which most of the research questions intended to be examined were being focused on and answered to. This table can be considered as a mini conclusion but not the closure of the thesis yet.

8. CONCLUSION

In this section, previous study that the researcher took as a guide is to be explored in accordance to its similar statistics and data gathered and perceived to be comparable with the this thesis study. In addition to that, a conclusion for the thesis is to be revealed and discussed. Last is the section for recommendations and suggestions for future related studies that the researcher thought to be of high importance in order to have a complete idea and picture of the topic of AMB.

8.1. Comparable Studies

The main guide used for this study when establishing the survey (as previously mentioned) was *Effect of Media on Female Adolescents' Satisfaction with their Body Image* by Cynthia Cardosi, M. Ed., M.S.S. (2006). In this study, the main attempt was to examine females' perceptions regarding body image and the role of media in enforcing a specific body image. On the opposite side, the aim of the AMB's study is to examine the consequences of advertising effects not the effects themselves. Body image for the study is used as a supportive element in order to understand the position of females' (current, ideal, advertising ideal) body image. That would be a good measurement to gauge females' appearance management behaviors themselves.

The study also targeted university female students with the age range of 18-21 years old. The study was conducted at 15 college were identified. A survey was distributed in crowded areas on campuses.

The mean for BMI was 25.52 and the maximum BMI 30. Participants who their BMI was expressed a BMI between 25.52 and 30 were considered overweight. On the other hand, it was reported by the Turkish sample (via calculating the BMI mean scores) that participants who were over 21.87 BMI were considered overweight. Likewise, the average BMI of the Lebanese sample indicated that people who were over 21.87 were viewed overweight.

Other than that, a figure rating scale was used in this study. The scale will be tackled with more information in the results sections. The scale offers 9 figures; ranging from figure 1 as "extremely thin" to figure 9 as "extremely obese".

In order to measure the (current, ideal and advertising ideal) body images, T-test was conducted in order to examine the correlations between the items. According to this study, there was a positive linear correlation between personal ideal body image

and the media ideal body image (r=.27, p<.01). Furthermore, it has been indicated by the data that the media ideal body image was thinner (M=2.03, SD=.74) than the personal ideal body image (M=3.53, SD= .74). Not very different from this study, in the AMB research study, a T-test has also been conducted in order to examine participants' body image. The results recorded there was no significant difference between the Turkish and the Lebanese sample with regards to females' current and ideal body image. However, there was a significant difference in accordance to the Advertising ideal body image between the two samples sample (p<0.05) (please refer to table 7.7.).

Another aspect of the guide study is the source of influence for the participants. This survey has given participants options to choose from as source of influence. The results showed that the "self" element was reflected as the most influential when obtaining information about one's body image. Accordingly, when females in this study were asked about their opinion about the influence of the media; 26% (28 out of 107) did not interpret that the media had influence on them. Instead, the media was ranked the "least important" as an influence.

Similarly, AMB study has concluded that the media was not the main source of influence for the participants of the two samples. Instead friends were the source of influence and information especially obtaining information with regards to cosmetic products (makeup).

To sum up, the "Effect of the Media on Female Adolescents' Satisfaction with Their Body Image" thesis was taken as a guide study for its examining and research method similarities with the AMB study. Results in some parts of the two studies came out really approximate. Although the studies did not have the same objectives but they at some points have examine the similar aspects.

8.2. Conclusion for the Study

As the self is being the most influential source of body image information and support, for our ongoing study (as it was mentioned in the findings section) that the most influential source turned out to be "friends" (for both samples).

When the researcher first started researching for the topic, the enforcement and pressure that advertising has been practicing on females audiences was more than just an idea that needed to be proven by research and study evidence. It could be indicated that the material and studies discussed and explained in the literature review of this study could prove that advertising had a great enforcement on women driving them to

follow one beauty definition and do what it would take to come closer to that definition. However, and surprisingly, the opposite was proved by the researcher through the study conductions and statistics surfaced out of this thesis.

It could be estimated from the data collected from both samples with regards to the differences between the current body image of the participants and their ideal body image that; reaching the ideal body image is not a myth as it was implied in the literature review. Respondents believed that they could reach their desired body image by following AMBs. Other than that, it could also be concluded that there was a considerable difference between the ideal body image of the respondents and their perceived advertising ideal body image (refer to tables 7.7 and 7.8). In this case, young females actually do realize the unrealistic way that advertising presents young females with. From here, it could be also determined that young females did not aim for the advertising body image. Their current body image was closer to their idea more than the advertising one was.

Referring to the numbers in table 7.15, it displayed that the degree of agreement (2.89, 3.02) with the notion of advertising enforcement declared by the participants is not substantial. In view of that, it could be understood that advertising enforcement did not resemble an effective source of enforcement to young girls in this case.

Other than the theoretical part of the study, it could be said that the practical part did not show severe obsession of females' attempts to reach the beauty standards that advertising has been imposing. The Turkish and Lebanese samples have shown similar statistics with regards to their understanding of the beauty concept, body-image, their use of makeup and practice of exercise (please refer to table 7.15). However, unlike the Turkish sample, the Lebanese sample has expressed more past experiences and willingness to eating disorders and cosmetic surgeries. According to the data gained, when the Turkish sample provided invalid (non-professional) description of their perceived eating disorders, the Lebanese respondents revealed well-based understanding of eating disorders. Clinical terminologies of disordered eating behaviors were mentioned by the Lebanese sample. Add to that, the percentage (11.4%) of the Lebanese respondents through which it proved that they had actual eating disorders.

Surprisingly the conclusion of this research study showed a contradiction between the expectations before the start of the study and the results obtained after. Advertising influence and enforcement were expected to be much more than what it turned out to be. According to the data gathered, participants might have some knowledge about

these notions. But on practical levels, that might not have vivid effect on their appearance management decisions. It seems from the data that young females at the age of 18-28 cared the most about their friends and relatives opinions. These social sources were considered important influences with regards to wearing makeup and/or exercise. In addition to that, it can be expected that young females going on diet and reaching the state of developing an eating disorder might be the cause of a social problem or social anxiety. It could be concluded from this study that young females at this age and from these two countries (in accordance with the samples acquired) were pressured to manage their appearance due to social pressure (or enforcement) not due to advertising enforcement.

8.3 Further Recommendations

Since the topic of appearance management behaviors can be considered as a new topic for research, the areas for research inside it are still spacious and available. For example, tackling the topic from a psychological viewpoint instead of the advertising viewpoint is highly recommended. This will give the topic more credibility and will fill in the gaps with the required material for richer results and findings. Studying the topic of AMB from a psychological aspect will give deeper explanations for questions that this thesis could not reach to. For example, as it was explained previously, there are symptoms before a young female developing an eating disorder and/or before going through a cosmetic surgery. Unrevealed reasons and various emotional conflicts and complications should be explored in a different daring thesis study.

It has been noticed by the researcher that most of the studies examine this topic and other similar topics with a main focus on the age range of 18-25. Among the material investigated only one article could be found that studied the age range of 35-55 years old. The article is titled: *Media Exposure, Body Dissatisfaction, and Disordered Eating in Middle-aged Women: A Test of the Sociocultural Model of Disordered Eating* by Julie Slevec and Marika Tiggemann (2011). Different hardships women go through during this specific age such as the physiological and psychological changes that they may come across. Managing their appearances at this age contains several various behaviors. For a young female, showing her physical beauty may be a priority but for a middle aged woman, her priority would be covering her extra weight in specific parts

of the body or covering the wrinkles on her face. Studying the topic of AMB from for older groups of women will be of a high value for future research.

Another point that the researcher thought that it will of an ultimate support for research is studying the AMBs in accordance to women's buying power and income. It will be good to understand to what extent women are willing to follow AMBs when their finance increases or decreases.

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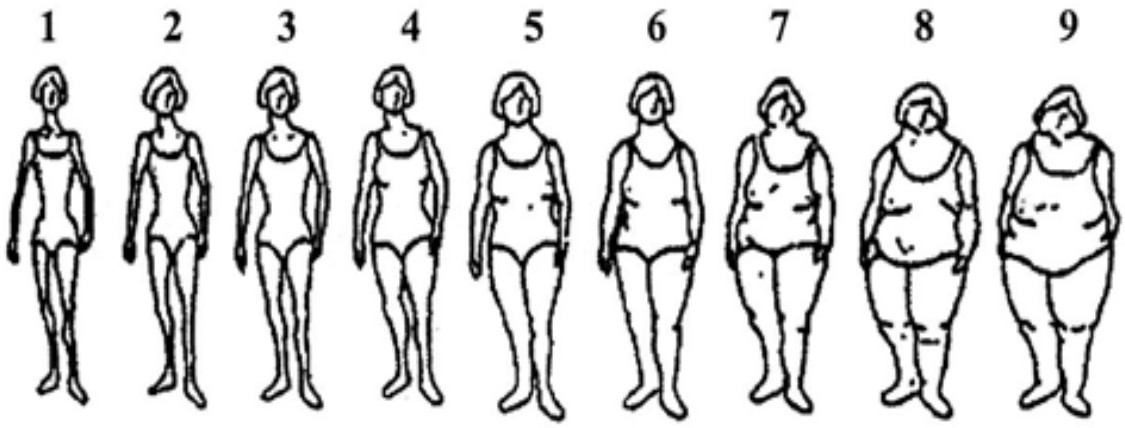
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Appendix A

Figure Rating Scale

FIGURE RATING SCALE



Strunkard, AJ, Sorenson, T., and Schulsinger, F.

Appendix B

Survey (English)



APPEARANCE MANAGEMENT BEHAVIORS AS THE CONSEQUENCES OF THE BEAUTY STANDARDS ENFORCED BY ADVERTISING

A Study of Turkish and Lebanese Female University Students

Arzak Mohammed

Student ID Number: 99556449326

Thesis Research Questionnaire (English Version)

PUBLIC RELATIONS AND ADVERTISEMENT

Assoc. Prof. Dr. Mesude Canan Öztürk

Eskişehir-Turkey

Institute of Social Sciences

March, 29th, 2017

Consent to participate in a Survey

APPEARANCE MANAGEMENT BEHAVIORS AS THE CONSEQUENCES OF THE BEAUTY STANDARDS ENFORCED BY ADVERTISING

A Study of Turkish and Lebanese Female University Students

I would like to invite you to participate in a research project. You are being asked to complete a short questionnaire/ survey. I am a student at Anadolu University in Turkey. I would appreciate it if you can complete the following questionnaire/ survey as part of my thesis project study in Public Relations and Advertising. This questionnaire / survey aims to examine the Appearance Management Behaviors (AMBs) such as; makeup products, exercise, eating disorders and cosmetic surgeries of young females in Turkey and Lebanon as a cross culture study. Besides that, it also connects the above mentioned concept to female's beauty definition (perception) and body-image.

The information you provide will be used to enhance and improve my thesis research results quality with regards to AMBs, beauty perception and body-image. Completing the survey will take maximum 15 minutes of your time.

By continuing with the questionnaire / survey, you agree with the following statements:

1. *I have been given sufficient information about this research project.*
2. *I understand that my answers will not be released to anyone and my identity will remain anonymous. My name will not be written on the questionnaire nor be kept in any other records.*
3. *I understand that all responses I provide for this study will remain confidential.* ***When the results of the study are reported, it will not be identified by name or any other information that could be used to infer my identity.*** *Only researchers will have access to view any data collected during this research however data cannot be linked to me.*
4. *I understand that I may withdraw from this research any time I wish and that I have the right to skip any question I don't want to answer.*
5. *I understand that my refusal to participate will not result in any penalty or loss of benefits to which I otherwise am entitled to.*
6. *I have been informed that the research abides by all commonly acknowledged ethical codes and that the research project has been reviewed and approved by the Institutional Review Board at the Lebanese American University*
7. *I understand that if I have any additional questions, I can ask the research team listed below.*
8. *I have read and understood all statements on this form.*
9. *I voluntarily agree to take part in this research project by completing the following survey.*

If you have any questions, you may contact:

Name (PI)	*Phone number*	*Email address*
Dr. Loulwa Kaloyeros		*lkaloyrs@lau.edu.lb*

If you have any questions about your rights as a participant in this study, or you want to talk to someone outside the research, please contact the:

IRB Office,
Lebanese American University
3rd Floor, Dorm A, Byblos Campus
Tel: 00 961 1 786456 ext. (2546)

APPEARANCE MANAGEMENT BEHAVIORS AS THE CONSEQUENCES OF THE BEAUTY STANDARDS ENFORCED BY ADVERTISING

A Study of Turkish and Lebanese Female University Students

Dear Respondent

This study is carried out as part of master thesis research in Public Relations and Advertising program at Anadolu University, Eskisehir- Turkey. Your answers to the questions in the form will be used to conclude research findings and for future research.
There is no right answer for the statements in the form. The important thing is to mention your opinion. Please after reading each statement tick the most appropriate option for you and do not leave any question unanswered.
Your answers to the questions will be kept strictly confidential and will only be used for scientific purposes.
The data collected is not individual rather it will be evaluated collectively for all respondents.
Your time and help are highly appreciated.
Thank you in advance for your participation, you can reach me at the following email address for your questions.

Sincerely
Arzak Mohammed
arzak.mohammed@gmail.com

Please do not write your name anywhere on this form.

- ***<u>Instructions:</u> This form requests demographic information. It is anonymous. No one will ever be able to associate the responses with you. Please read each statement and give a response that best describes you.***

<u>Demographic Information:</u>

1. Your present Age: _____
2. School year:

☐ First (freshman)
☐ Second (sophomore)
☐ Third (Junior)
☐ Fourth (Senior)

3. Marital status:

☐ Single
☐ In a relationship
☐ Engaged
☐ Married
☐ Divorced

4. Religious preferences

☐ Baptist
☐ Catholic
☐ Hindu
☐ Jewish
☐ Muslim
☐ Protestant
☐ Others, please mention _____

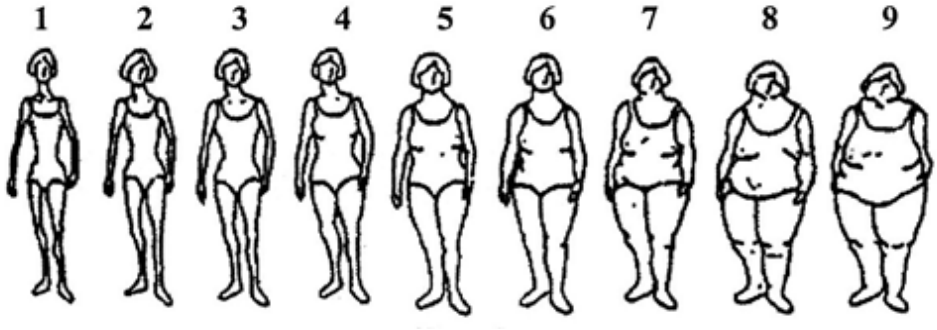
5. Your approximate height _____feet _____ inches
6. Your approximate weight _____ kilo/pounds

7. What is the average amount of money (whether salary or stipend) you get <u>per month</u>?

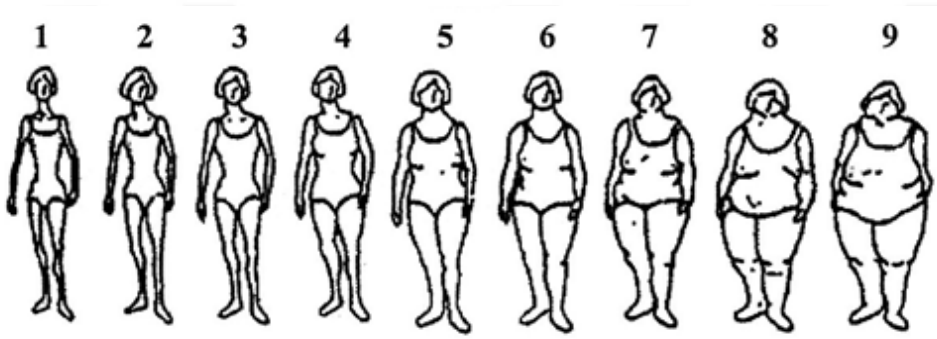
☐ Less than $100
☐ $100-$300
☐ $301-$500
☐ $501-$700
☐ More than $700

Figure Rating Scale

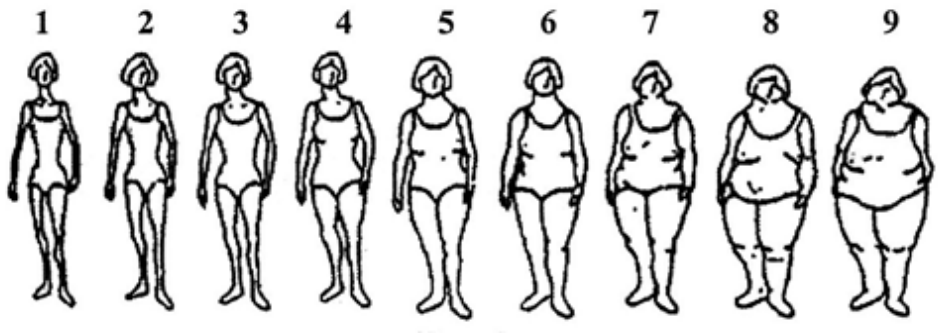
8. Circle the number of the figures that best represents your current body shape



9. Circle the number of the figure that represents your best ideal body image



10. Circle the number of the figure that best represents the best Advertising ideal body image



- ***Please read each of the following items carefully and indicate the number that best reflects your agreement with the statement***

	Definitely disagree	Mostly disagree	Neutral	Mostly agree	Definitely agree
11. Beauty comes in many shapes and sizes	1	2	3	4	5
12. Beautiful women must have flawless skin	1	2	3	4	5
13. Beautiful women's size must be squeezed into size 8/ must be thin	1	2	3	4	5

14.	**Attractive women's cups (bras) must be full. In other words, her breast must be well-developed**	1	2	3	4	5
15.	**Beautiful women must be young**	1	2	3	4	5
16.	**I consider fair/white skin as a sign of beauty**	1	2	3	4	5
17.	**I consider colored (e.g. blue) eyes as beautiful**	1	2	3	4	5
18.	**I think that females with blond hair are pretty**	1	2	3	4	5
19.	**I consider big eyes as beautiful**	1	2	3	4	5
20.	**I consider full lips as beautiful**	1	2	3	4	5
21.	**I consider high cheekbones a sign of beauty**	1	2	3	4	5
22.	**I have felt pressure from advertisements (TV/magazines) to be thin**	1	2	3	4	5
23.	**I compare my body to ads' models' bodies**	1	2	3	4	5
24.	**I would like my body to look like the people who are in ads**	1	2	3	4	5
25.	**I have felt pressure from ads to have a perfect body**	1	2	3	4	5
26.	**I wish I looked like advertising models**	1	2	3	4	5
27.	**I have felt pressure from TV and/or magazines to diet**	1	2	3	4	5
28.	**I compare my body to that of people in "good shape"**	1	2	3	4	5
29.	**I have felt pressure from TV or magazines to exercise**	1	2	3	4	5
30.	**I wish I looked as athletic as sports stars**	1	2	3	4	5
31.	**I compare my body to that of people who are athletic**	1	2	3	4	5
32.	**I felt pressure from TV and/or magazines to change my appearance**	1	2	3	4	5
33.	**I try to look like the people on ad models**	1	2	3	4	5
34.	**Celebrities are an important source of information about fashion and looking beautiful**	1	2	3	4	5
35.	**I try to look like sports athletes**	1	2	3	4	5
36.	**I am satisfied with my body shape**	1	2	3	4	5
37.	**I am pleased with how I look in a swimming suite**	1	2	3	4	5
38.	**I am satisfied with my weight**	1	2	3	4	5
39.	**I feel beautiful when I apply makeup**	1	2	3	4	5
40.	**Cosmetics are effective in improving facial appearance**	1	2	3	4	5
41.	**Cosmetic surgery is a good thing because it can help people feel better about themselves**	1	2	3	4	5

42. Was there anyone that influenced you the most when you first started wearing makeup?
43. If yes, was it:
    - ☐ Your parent
    - ☐ Your friend
    - ☐ Your sister
    - ☐ Relative (cousin)
    - ☐ Ad model
    - ☐ Celebrity
44. In what case(s) you do NOT wear makeup?
    _____
45. In what case(s) you have to put makeup?
    _____
46. Do you have or have you had an eating disorder?
47. If yes, please list the eating disorder and how long you had or have had it?
    _____
48. Have you ever done any of the following to lose weight?

- ☐ Skipped meals
- ☐ Went on a diet
- ☐ Made yourself throw up
- ☐ Exercised excessively
- ☐ Taken pills/drugs

49. Have you had any cosmetic surgery?
50. If yes, which part of the body and how long ago did the surgery occur?
    _____

Appendix C

Survey (Turkish)



Reklamların Dayattığı Güzellik Standartlarının Bir Sonucu Olarak Görünüm Yönetim Davranışları

Üniversitede OkuyanTürk ve Lübnanlı Genç Kadınlara Yönelik Bir Çalışma

Arzak Mohammed

99556449326

Anket Araştırması

Halkla İlişkiler ve Reklamcılık

Doç. Dr. Mesude Canan Öztürk

Eskişehir-Türkiye

Sosyal Bilimler Enstitüsü

10.01.2017

Reklamların Dayattığı Güzellik Standartlarının Bir Sonucu Olarak Görünüm Yönetim Davranışları

Üniversitede OkuyanTürk ve Lübnanlı Genç Kadınlara Yönelik Bir Çalışma

Değerli Katılımcı,

Bu çalışma Anadolu Üniversitesi Halkla İlişkiler ve Reklamcılık Bölümü Yüksek Lisans programı kapsamında yürütülen bir tez kapsamında gerçekleştirilmektedir. Bu amaçla hazırlanan bu formdaki sorulara vereceğiniz cevaplar, araştırmanın doğru bulgularla sonuçlanması ve gelecekte yapılacak araştırmalara güvenilir bir şekilde öncülük etmesi bakımından büyük önem taşımaktadır.

Soru formunda yer alan ifadelerin bir doğru cevabı bulunmamaktadır. Önemli olan sizin kendi görüşünüzü belirtmenizdir. **Lütfen ifadelerin her birini okuduktan sonra, sizin için en uygun seçeneği işaretleyiniz ve yanıtsız madde bırakmayınız.**

Sorulara vereceğiniz cevaplar sadece bilimsel amaçlı kullanılacak ve kesinlikle gizli tutulacaktır. Ayrıca, toplanan veriler bireysel olarak değil, tüm cevaplayıcılar için topluca değerlendirilecektir. Ayırdığınız zaman, gösterdiğiniz ilgi ve katılımınız için şimdiden teşekkürler. Sorularınız için aşağıdaki elektronik posta adresinden bana ulaşabilirsiniz.

Sevgilerimle
Arzak Mohammed
arzak.mohammed@gmail.com

Lütfen ankette adınızı ve soyadınızı hiçbir yere yazmayınız.

- ***Bu bölümde kişisel bilgileriniz istenmektedir. Bilgiler gizli kalacak ve kimseyle paylaşılmayacaktır.. Lütfen bütün maddeleri okuyunuz ve size en uygun olanını işaretleyiniz.***

<u>Kişisel Bilgiler</u>

1. Yaş: _____

2. Üniversite:

☐ Birinci Sınıf
☐ İkinci Sınıf
☐ Üçüncü Sınıf
☐ Dördüncü Sınıf

3. Medeni Durum:

☐ Bekar
☐ İlişkisi Var
☐ Nişanlı
☐ Evli
☐ Boşanmış
☐ Cevap vermek istemiyorum

4. Dini İnanç

☐ Hristiyan
☐ Müslüman
☐ Diğer, belirtiniz _____
☐ Cevap vermek istemiyorum

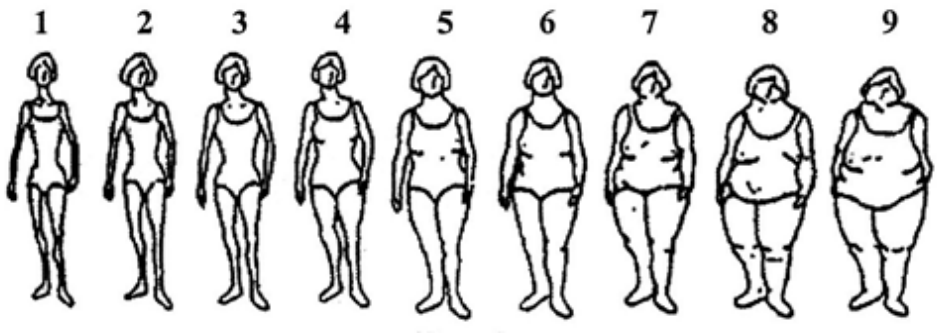
5. Tahmini Boyunuz _____cm
6. Tahmini Kilonuz _____ kg

7. Aylık ortalama geliriniz?

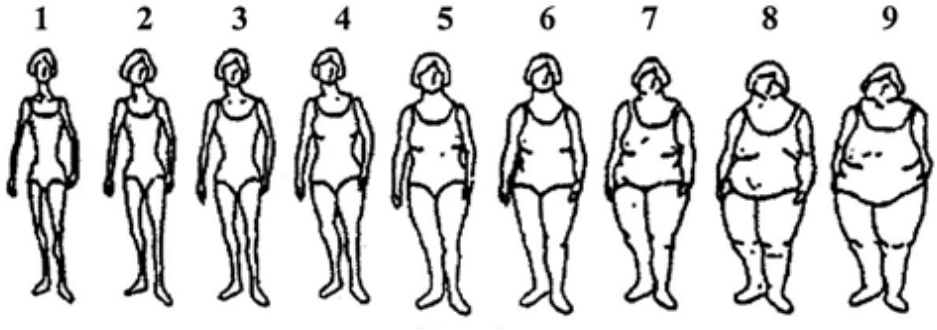
☐ 300 TL'den az
☐ 300-900
☐ 901-1500
☐ 1501-2100
☐ 2101'den fazla
☐ Cevap vermek istemiyorum

Şekil Derecelendirme Ölçeği

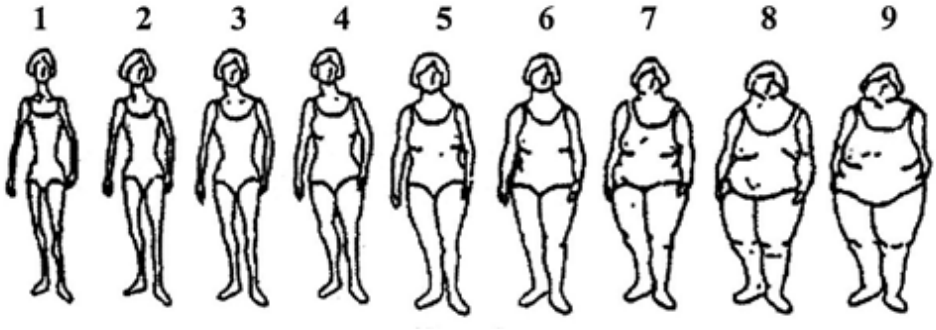
8. Şu anda sahip olduğunuz vücut şeklini en iyi temsil eden çizmi daire daire içine alınız.



9. İdeal vücut algınız en uygun olan vücut şeklini daire içine alınız.



10. Reklamlarda yer alması gerektiğini düşündüğünüz ideal vücut şeklini daire içine alınız.



- ***Aşağıdaki ifadelerin her birini dikkatlice okuyunuz. Sizin görüşünüze en uygun olan seçeneği daire içine alınız.***

	Kesinlikle Katılmıyorum	Çoğunlukla Katılmıyorum	Kararsızım	Çoğunlukla Katılıyorum	Kesinlikle Katılıyorum
11. Güzelliğin birçok şekil ve boyutu vardır.	1	2	3	4	5
12. Güzel kadınlar kusursuz bir cilde sahip olmalıdır.	1	2	3	4	5
13. Güzel kadınların vücudu 36 beden ve/ veya altında olmalıdır.	1	2	3	4	5
14. Çekici kadınların göğüsleri dolgun olmalıdır.	1	2	3	4	5
15. Güzel kadınlar genç olmalıdır.	1	2	3	4	5
16. Açık/ beyaz ten güzelliğin göstergesidir.	1	2	3	4	5
17. Renkli gözler daha güzeldir.	1	2	3	4	5
18. Sarışın kadınlar daha güzeldir.	1	2	3	4	5
19. Büyük gözlere sahip kadınlar daha güzeldir.	1	2	3	4	5
20. Dolgun dudaklı kadınlar daha güzeldir.	1	2	3	4	5
21. Belirgin ve yukarıda olan elmacık kemiğine sahip kadınlar daha güzeldir.	1	2	3	4	5
22. Reklamlar bana zayıf olmam konusunda baskı hissettirir.	1	2	3	4	5
23. Kendi vücudumu reklamlardaki mankenlerle karşılaştırırım.	1	2	3	4	5
24. Vücudumun reklamlardaki mankenlerin vücuduna benzemesini isterim.	1	2	3	4	5
25. Reklamlar bana mükemmel vücuda sahip olmam konusunda baskı hissettirir.	1	2	3	4	5
26. Reklamlardaki mankenler gibi görünmeyi isterdim.	1	2	3	4	5
27. Reklamlar (TV/Dergi)diyet yapmam konusunda bana baskı hissettirir.	1	2	3	4	5
28. Kendi vücudumu, vücudu güzel olan diğer kadınlarla karşılaştırırım.	1	2	3	4	5
29. Reklamlar bana egzersiz yapmam konusunda baskı hissettirir.	1	2	3	4	5
30. Sporcular gibi atletik bir vücuda sahip olmayı isterdim.	1	2	3	4	5

31. Kendi vücüdumu atletik yapıdaki insanlarla karşılaştırırım.	1	2	3	4	5
32. Reklamlar görünümümü değiştirmem konusunda bana baskı hissettirir.	1	2	3	4	5
33. Dış görünüş olarak reklamlardaki mankenlere benzemeye çalışırım.	1	2	3	4	5
34. Ünlü kadınlar benim için moda ve güzel görünme konusunda önemli bir bilgi kaynağıdır.	1	2	3	4	5
35. Dış görünüş olarak sporculara benzemeye çalışırım.	1	2	3	4	5
36. Kendi vücut ölçülerimden memnunum.	1	2	3	4	5
37. Mayo/bikini giydiğim zamanlarda vücudumun görüntüsünden memnunum.	1	2	3	4	5
38. Kilomdan memnunum.	1	2	3	4	5
39. Makyaj yaptığım zaman kendimi güzel hissederim.	1	2	3	4	5
40. Kozmetik ürünleri yüzümü güzelleştirir.	1	2	3	4	5
41. Estetik ameliyatı iyi bir şeydir çünkü insanları güzel hissettirir.	1	2	3	4	5

42. İlk kez makyaj yaptığınızda çevrenizde sizi etkileyen birileri var mıydı?
43. Evet ise, bu kimdi?

- ☐ Ebeveyn
- ☐ Arkadaşlar
- ☐ Kız kardeş
- ☐ Akrabalar (kuzen vb.)
- ☐ Reklam Mankenleri
- ☐ Ünlüler

44. Hangi durumlarda makyaj **yapmazsınız**?

_____

45. Hangi durumlarda kendinizi makyaj yapmak zorunda hissediyorsunuz?

_____

46. Yaşamınızın herhangi bir döneminde yeme bozukluğu yaşadınız mı (Şu an/Geçmiş)?

47. Eğer evet ise, bu yeme bozukluğu neydi? Ne kadar sürdü?

_____

48. Kilo vermek için aşağıdaki maddelerden uyguladıklarınızı seçiniz.

- ☐ Öğünl atlamak
- ☐ Diyet yapmak
- ☐ Yemek yedikten sonra bilinçli kusmak
- ☐ Aşırı egzersiz yapmak
- ☐ İlaç kullanmak

49. Estetik ameliyatı geçirdiniz mi?
50. Eğer evet ise, vücudunuzun hangi bölgesinde cerrahi işlem uygulandı? Ameliyat ne kadar zaman önce yapıldı?

_____

Kayıt Tarihi: 11.01.2017 | Protokol No: 4917

Appendix D

ANADOLU ÜNİVERSİTESİ ETİK KURULU KARARI

ÇALIŞMANIN TÜRÜ:	BAP Projesi-Yüksek Lisans Tez Çalışması
KONU:	Sosyal Bilimler
BAŞLIK:	Reklamların Dayattığı Güzellik Standartlarının Bir Sonucu Olarak Görünüm Yönetim Davranışları: Üniversitede Okuyan Türk ve Lübnanlı Genç Kadınlara Yönelik Bir Çalışma
~~PROJE~~/TEZ YÜRÜTÜCÜSÜ:	Doç. Dr. Mesude Canan ÖZTÜRK
TEZ YAZARI:	Arzak Ali MOHAMMED
ALT KOMİSYON GÖRÜŞÜ:	–
KARAR:	Olumlu

ETİK KURUL ÜYELERİ — **İMZA/ TARİH** 09.03.2017

Prof. Dr. Aydın AYBAR
Rektör Yardımcısı / Etik Kurul Başkanı

Prof. Dr. Hayrettin TÜRK
Fen Bil.(Fen Fak.)

Prof. Dr. Yusuf ÖZTÜRK
Sağlık Bil.(Ecz. Fak.)

Prof. Dr. Esra CEYHAN
Eğitim Bil. (Eğitim Bil. Ens.)

Prof. Dr. Bülent GÜNSOY
Sos. Bil.(İkt. Fak.)

Prof. Dr. Münevver ÇAKI
Güz. San. (Güz. San. Fak.)

LAU
اللجامعة اللبنانية الأميركية
Lebanese American University

Institutional Review Board (IRB)

لجنة الأخلاقيات

Appendix E

NOTICE OF IRB APPROVAL – EXEMPT STATUS

To: Dr. Loulwa Kaloyeros
School of Arts & Sciences
Ms. Arzak Ali Mohammed
Anadolu University, Turkey

APPROVAL ISSUED: *31 January 2017*
EXPIRATION DATE: *NA*
REVIEW TYPE: EXEMPT

Date: April 7, 2017
RE: ***IRB #:*** *LAU.SAS.LK1.31/Jan/2017*
Protocol Title: *Appearance management procedures as the consequences of the beauty standards enforced by advertising: a cross-culture study of Turkish and Lebanese young females*
title changed to: *appearance management behaviors as the consequences of the beauty standards enforced by advertising: a study of Turkish and Lebanese female university students*

Your amendment to the above referenced research project has been approved by the Lebanese American University, Institutional Review Board (LAU IRB).

This approval is limited to the activities described in the Protocol Exempt Application and all submitted documents listed on page 2 of this letter. **Enclosed with this letter are the stamped approved documents that must be used.**

APPROVAL CONDITIONS FOR ALL LAU APPROVED HUMAN RESEARCH PROTOCOLS - EXEMPT

LAU RESEARCH POLICIES: *All individuals engaged in the research project must adhere to the approved protocol and all applicable LAU IRB Research Policies. PARTICIPANTS must NOT be involved in any research related activity prior to IRB approval date or after the expiration date.*

EXEMPT CATEGORIES: *Activities that are exempt from IRB review are not exempt from IRB ethical review and the necessity for ethical conduct.*

MODIFICATIONS AND AMENDMENTS: *Certain changes may change the review criteria and disqualify the research from exemption status; therefore, any proposed changes to the previously approved exempt study must be reviewed and approved by the IRB before implementation.*

NOTIFICATION OF PROJECT COMPLETION: *A notification of research project closure and a summary of findings must be sent to the IRB office upon completion. Study files must be retained for a period of 3 years from the date of notification of project completion.*

IN THE EVENT OF NON-COMPLIANCE WITH ABOVE CONDITIONS, THE PRINCIPAL INVESTIGATOR SHOULD MEET WITH THE IRB ADMINISTRATORS IN ORDER TO RESOLVE SUCH CONDITIONS. IRB APPROVAL CANNOT BE GRANTED UNTIL NON-COMPLIANT ISSUES HAVE BEEN RESOLVED.

If you have any questions concerning this information, please contact the IRB office by email at christine.chalhoub@lau.edu.lb

The IRB operates in compliance with the national regulations pertaining to research under the Lebanese Minister of Public Health's Decision No.141 dated 27/1/2016 under LAU IRB Authorization reference 2016/3708, the international guidelines for Good Clinical Practice, the US Office of Human Research Protection (45CFR46) and the Food and Drug Administration (21CFR56). LAU IRB U.S. Identifier as an international institution: FWA00014723 and IRB Registration # IRB00006954 LAUIRB#1

Institutional Review Board
Lebanese American University
07 APR 2017
APPROVED

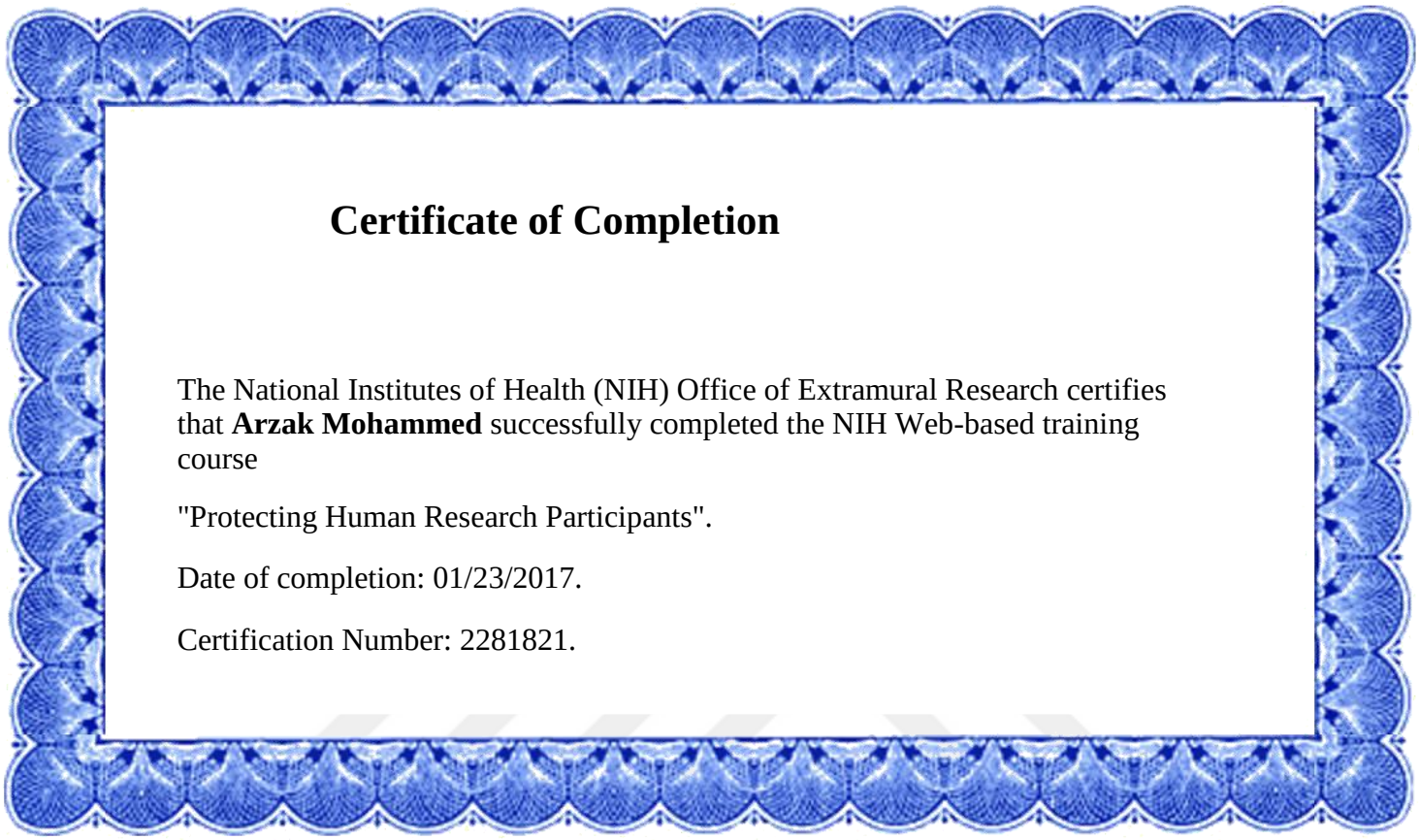
Dr. Costantine Daher
Chair, Institutional Review Board

DOCUMENTS SUBMITTED:

Proposal – amendment to the title and recruitment methodology	Received 29 March 2017, amended 5 April 2017
Questionnaire – English	Received 29 March 2017
Questionnaire – Turkish	Received 29 March 2017
Introduction to survey	Received 29 March 2017
IRB Approval from Anadolu University, Turkey	Signed dated 9 March 2017

Appendix F

NIH certificate obtained by the researcher



Certificate of Completion

The National Institutes of Health (NIH) Office of Extramural Research certifies that **Arzak Mohammed** successfully completed the NIH Web-based training course

"Protecting Human Research Participants".

Date of completion: 01/23/2017.

Certification Number: 2281821.

Appendix G
RESUME

Name: Arzak Ali Ashoor Mohammed

Place and Date of Birth: Yemen-Aden. Sept, 9th, 1988

Nationality: Yemeni

Marital Status: Single

Major: Master of Public Relations and Advertisement

Contact number: +905070382236

Email: arzak.mohammed@gmail.com

Education

September, 2013-current A graduate with a Master degree in Public Relations and Advertising from Anadolu University (Eskisehir-Turkey)

2013-2014 A graduate from the Turkish language center (Tomer) in Osman Gazi (Eskisehir-Turkey)

Spring 2012 A graduate with B.S. (Bachelor of Science) degree in Marketing, from the Lebanese American University (Beirut-Lebanon)

Fall-2010 an Exchange student for one semester at Wayne State University (USA, Michigan)

2006-2008 Eight months of English courses at The American Institute for languages Amideast as an access student (Yemen, Aden)

2003-2006 Tamna'a High School for Girls, Yemen, Aden

Experience

November, 2015 HR administrative assistant at IRC (International Rescue Committee) (Aden-Yemen)

2014 (March-May) Birlik Vakifi seminar (weekly workshops with the purpose of improving students' Turkish language) (Eskisehir-Turkey)

April, 2013 translator and administrative assistant at UNDP (Aden-Yemen)

2008-2012 MEPI-Tomorrow's Leaders program student (Lebanon)

2011-August Game and entertainment organizer as community service at the Safety House in Aden-Yemen for orphans

2011- January English trainer and photography workshop organizer at ADRA NGO (Aden-Yemen)

March-2010 Involved in Haiti Fundraising project with LAU-MEPI (Byblos-Lebanon)

May-2010 Participated in Beirut Marathon Association with LAU-PLUS club (Bierut-Lebanon)

April-2009 Participated at Beirut Marathon association with LAU- PLUS club (Bierut-Lebanon)

Extra-Curricular activities

July-2010 participated in planting an orphanage's garden as a member of PLUS club (Byblos-Lebanon)

May-2010 participated in a workshop through MEPI, LAU, and DPNA organizations (Beirut-Lebanon)

2008 participated in several workshops through the Access program at Amideast in (Yemen-Aden)

Languages

Arabic: Native language

English: Advanced

Turkish: Good understanding, fair speaking, writing and reading

Urdu*:* Very good understanding and somewhat speaking