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American and International Students on Body Image and Pop Culture: Self-Perceptions of Domestic and International Students Side by Side in the Mid-West

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International VS. American Students on Body Image & Pop Culture

RHIA BATSON

Our Popular Culture

PURPOSE

Recognizing the impact of young adults' self-perception of appearance as it relates to building meaningful relationships is difficult to evaluate without also addressing contrasts in cultural customs. This study aims to examine cultural influences on appearance and self-image as a result of booming internationalization on American campuses.

SELECTED LITERATURE

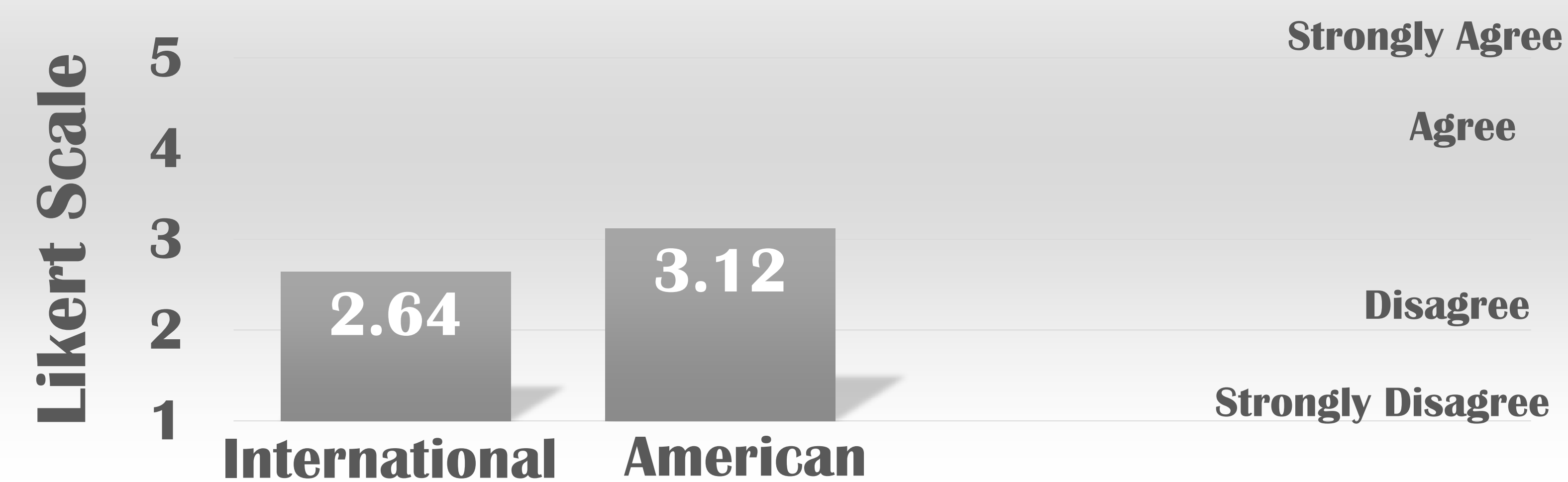
- "Young people today live in an environment in which looks are of utmost importance, social support is low, and pressure to achieve the cultural ideals of attractiveness is high" (Sheldon, 2010, Abstract)
- "Women are far more likely to internalize societal messages than men" (Cashel et al., 2003, p.293)
- There is "clear evidence of culture, gender and interaction differences in the self-esteem of college students from [different] countries" (Akanke, 2009, p. 87)

SAMPLE

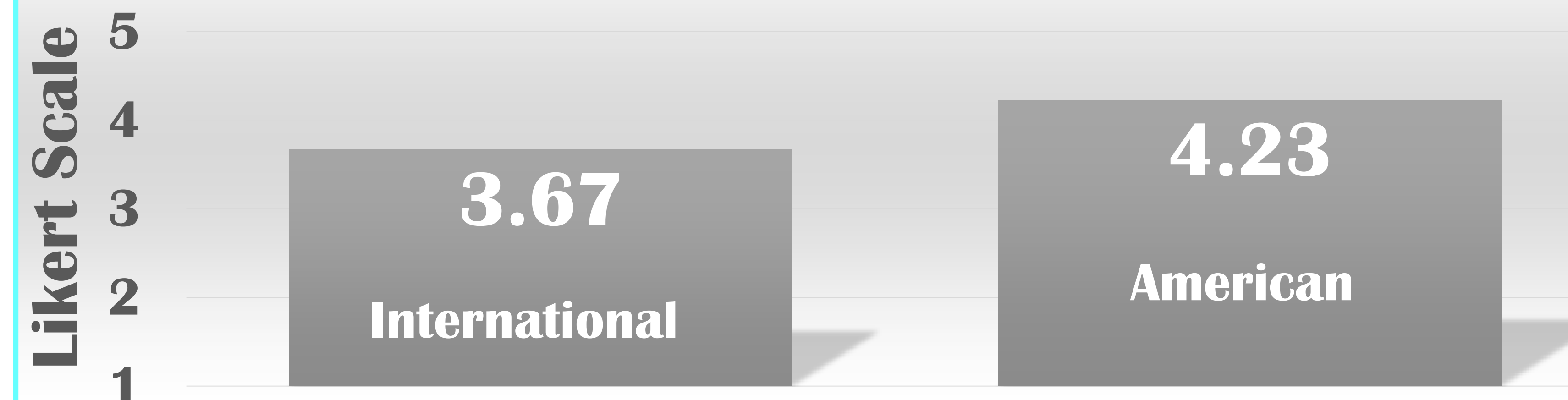
N=110
Male=58 Female=50
Mode Age Range 21-23 years old
International=84 American=26
India-34
USA-28
South East Asia-27
Middle East-12
Other-9

STUDY SIGNIFICANCE

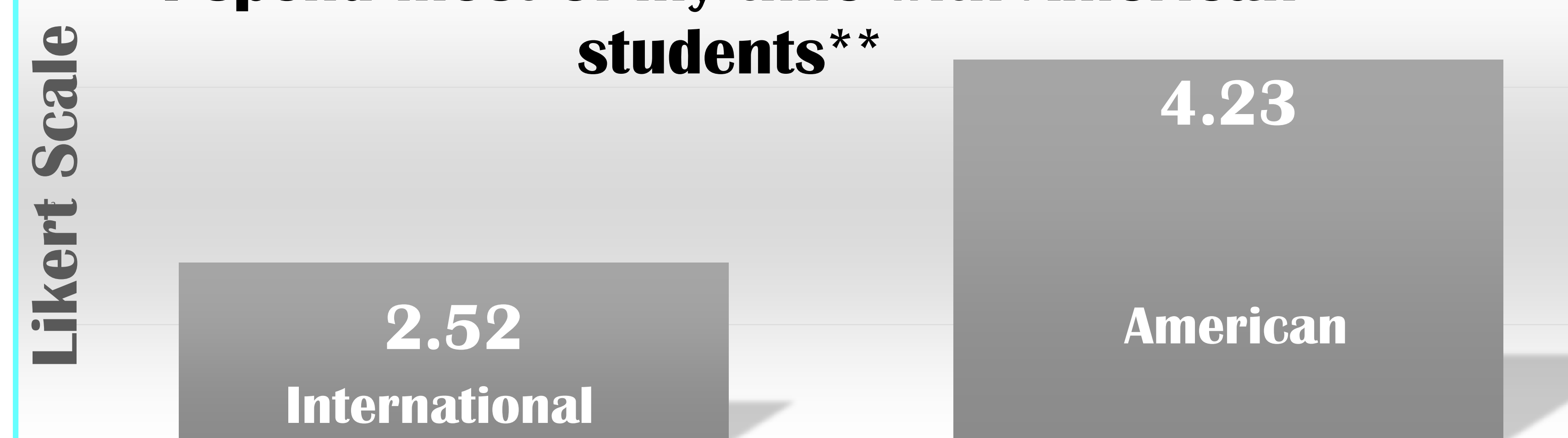
People who appear in American TV shows and movies are what I want to look like*



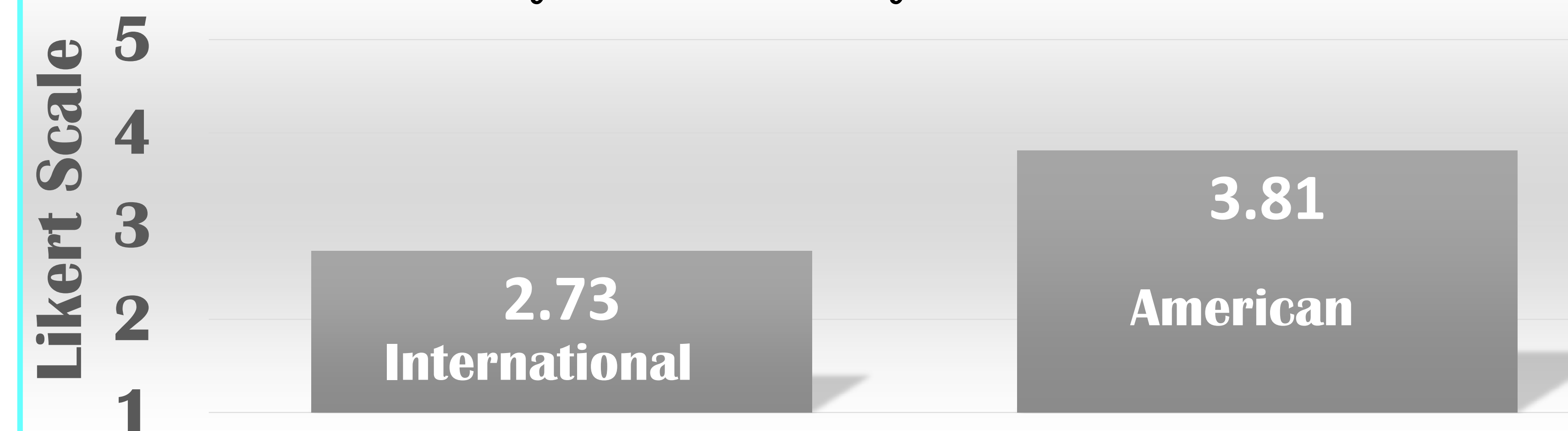
There is more pressure on women to be thin than men*



I spend most of my time with American students**



I dress very similar to my classmates at UD**



METHOD

Heinber, Thompson & Stormer (1995) Sociocultural Attitudes Toward Appearance Questionnaire (SATAQ). SATAQ-R=the revised online survey used in this test to make a gender neutral, internationally focused questionnaire.

IMPLICATIONS

Ultimately, it takes a critical examination of student's experience in order to critically examine student behavior. Thus, understanding implications of negative, as well as positive, stereotypes on appearance, the media, and cultural norms is necessary in discovering more about the interpersonal development of college students in a globalized world.



REFERENCES

See Handout