UNIVERSITY OF GHANA

COLLEGE OF HUMANITIES

THE EFFECT OF THIN MEDIA AND PERSONALITY DIMENSIONS ON SELF-ESTEEM AND BODY IMAGE DISSATISFACTION

BY

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THIS THESIS IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MPHIL. SOCIAL PSYCHOLOGY DEGREE

JULY, 2018

DECLARATION

This is to confirm that this thesis is the final product and a true reflection of a research conducted by **Victoria Tabiri Asare** in pursuant of an award of MPhil. Degree in Social Psychology at the Department of Psychology, University of Ghana. This thesis was supervised by Dr. C.B. Waife-Akenten and Dr. Paul Narh Doku. This thesis has not been presented in whole or in part and the ideas of other persons used in this study have been duly acknowledged.

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DEDICATION

This work is dedicated to my parents (Rev. Samuel Asare and Mrs Josephine Asare) and my dearest husband (Dr. George Kwame Aidoo). This is to recognize your unflinching and unwavering support and contributions towards my personal and academic development.

ACKNOWLEDGEMENT

I specially appreciate my supervisors, Dr C.B Wiafe-Akenten and Dr. Paul Narh Doku for their patience, contributions and immense support which came in varying forms such as corrections and making time to discuss other important issues concerning this project work.

I also want to extend a hand of appreciation to Jesse Dzidzorli Blakor and Kenneth Owusu Ansah for their support and encouragement. I am also grateful to my family for their support and encouragement.

Thank you all and may God richly bless you abundantly.

ABSTRACT

The study aimed at investigating the influence of thin media and personality dimensions on body image dissatisfaction and self-esteem. Two-hundred undergraduate students from University of Ghana were conveniently sampled for this study. These participants filled Multidimensional Body Self-Relations Questionnaire, Rosenberg Self-esteem Scale, Media Influence Questionnaire and The Big Five Inventory (BFI). Results of the study indicated that there was a significant negative relationship between thin media and body image dissatisfaction. It was further noted that extraversion and openness significantly predicted self-esteem whereas agreeableness did not significantly predict self-esteem. There was a significant negative relationship between conscientiousness and self-esteem. Openness did not mediate the relationship between thin media and body image dissatisfaction. It was recommended that educational goals should not only include teaching of the school's curriculum but also to help young adults cope with their social, physical and psychological problems. More so, psychologists should use creative techniques and therapies such as Cognitive Behavioral Therapy to inculcate in young adults some positive body image so that they can contribute effectively and positively to the society and to also become content with who they are and not only what the society wants them to be.

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LIST OF ABBREVIATIONS

ECH	Ethics Committee
EAT	Eating Attitudes Test
BIQ	Body Image Ideals Questionnaire
BMI	Body Mass Index
BFI	Big Five Inventory

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

The subject of media images and its influence on body image has fascinated a considerable amount of attention from the public as well as researchers in various disciplines. Regarding its sudden increase, researchers have now reach an agreement that thin media are at least partially responsible for the prolonged state of harmful attitudes and body displeasure towards eating prevalent among both women and men worldwide (Badero,2011)

1.0.1 Understanding Body Image (Ideal and Actual Body Size)

Body image may be described to be the perceptions, attitudes, emotions and personality reactions of the individual in relation to his or her own body (McCabe et al., 2007). Fundamentally, body image is the mental representation one forms about him or herself, but these representations may or may not reflect how others actually see the individual. Body image is subjective and does not always reflect reality (Darling, Uytman, Allen, Havelka & Pearson, 2015). It is often subjected to various forms of misrepresentation from internal factors such as the individual's memories, feelings and childhood and adolescent experiences. Body image is measured by asking the individual to rate his or her current and ideal body shape using a series of depictions. The difference between these two values is the amount of body dissatisfaction. The attitudinal components reflect the effects we have about our bodies and when the individual is disturbed, it usually results in distortions between ones ideal and actual body.

Most often what an individual believes about his or her own physical appearance are not only dependent on the individual's internal factors but also on assumptions and

generalizations put forth by the society. Research shows that our body image has an effect on how we feel about ourselves, whom we meet, or whom we marry, how we feel and may also influence our career path. According to McCabe et al, (2007), Anxious perceptions of body image are reflected in distorted perceptions of body size.

Generally, many individuals internalize messages at an early phase that can lead to either positive or negative body image. Individuals who have a negative body image tend to be worried that their bodies are defective and as such may have a distorted perception of physical appearance (Voelker, Reel & Greenleaf, 2015). Such individuals may feel uncomfortable in their own bodies, experience discomfort and dissatisfaction about their physical appearance. A negative body image can contribute to low self-esteem and may in turn affect an individual's psychological well-being. Positive body image means the individual is comfortable with the body he or she has, not necessarily having a perfect body, but accepting and being committed to loving and caring for it. A number of social elements such as culture, media and interactions with family and friends can impact and change an individual's body image (Clay, Vignoles & Dittmar, 2005). At some point in time almost every individual is faced with body image challenges. Thus, at different times in our lives, we are all likely to experience different degrees of positive and negative feelings about our bodies.

Body dissatisfaction is conceptualized as a negative subjective, evaluative appraisal of one's overall physical appearance (Thompson, 2004). Body dissatisfaction can be caused by various factors. Some studies have shown that it is due to an individual's real body size likened to their ideal body size or merely as a mental state characterized by dissatisfaction for their body (Ogden, 2000). It has however been asserted that mass media is a major contributor in the occurrence of body image dissatisfaction (Morrison, Morrison & Hopkins, 2003). Media has become the widest spread means of mass communication in human history. It comes in different types such as newspapers, magazines, television, radio, billboards, direct. The media

promotes a certain physical image of males and females through commercial advertisements, magazines and televisions. Messages from these magazine and television outlets are particularly harmful due to the facts that the ideals of bodily desirability portrayed are sometimes intransigent and may not be achievable by every individual. Sporadically, individuals may become obsessed with the thought of achieving the perfect body portrayed by the media and as a result they may involve in numerous activities such as extreme dieting and excessive workout or may even employ cosmetic surgery in order to achieve the desired body (Northrop, 2013). This may cause such individuals to be prone to higher risks of mental health issues such as anxiety and depression.

Fundamentally, the way the media portrays the unrealistic thin body type has been found to result in negative self-evaluations, hence impacting the body image (Grabe, Ward & Hyde, 2008). Body image dissatisfaction can often lead to negative psychological functioning and poor quality of life (Mond, Mitchison, Latner, Hay, Owen, & Rodgers, 2013). Profoundly, body dissatisfaction shows negative evaluations of one's body, and has been found to be as a result of exposure to thin ideal by the mcedia, which often leads to low body image, low self-esteem and even depression (Holstorm, 2004). Stice and Shaw (2004) revealed that a greater amount of exposure to media is linked to a greater risk of body dissatisfaction and internalization of the thin idealized body image. Due to the vast extension of media throughout society, it is assumed to be probably the only powerful and most convincing transmitter of the idealized body image for both males and females (Willinge, Touyz & Charles, 2006; Harper & Tiggemann, 2008).

1.0.2 Gender and Thin Media

The idea of thin media has been linked to the media's portrayal of an ideal, perfect, desirable, most suitable but not likely to be the reality. Masses are persistently battling with harmful

feelings and dreadful thoughts about how they look, that is they are dissatisfied with their body image. Body dissatisfaction has become a major concern amongst both genders, most especially females. In the past, body images of females were idealized as larger fuller body size. In recent times however, public expectations and media depictions emphasize a smaller body size, with advertisement using thinner and thinner models over time (Badero, 2011). Several health groups have admonished magazines and television outlets to be more careful with the very thin females they tend to portray as role models (Badero, 2011). Generally, more women than men are subjected to some amount of body image dissatisfaction, and they have a propensity to have a higher degree of body image dissatisfaction than men (Mendelson, Mendelson & White, 2001). Gordon (2008) has suggested that at some point in time, most women begin to accept the idea that they are not the sole owners of their bodies, and that it is a public domain which is open for criticisms and evaluations. For instance, survey shows that over 60% of women are dieting in order to achieve the best body image (McCabe, Butler & Watt, 2007).

Even though, females are said to be much more likely than males to experience concerns over their body image, recent studies, suggest that most men are often dissatisfied with their body shape or type (Brennan, Lalonde & Bain, 2010; Tiggemann, Martins & Kirkbride, 2007).

1.0.3 Thin Media, The Message and The Mind

Idealistic thin and beautiful images in the media are difficult to do away with. Regulars of media are constantly barraged with information on how to lose weight and to also obtain beauty and the perfect look. Researchers have noted in recent studies that in the United Staes, 94% of women portrayed in television shows are skinnier than the average American woman (Yamamiya, Cash, Melnyk, Posavac, 2005). Most theories of body image and dieting disorder assign the role to sociocultural factors such as the media (Tiggemann, 2008). Most commercial

advertisements, magazines and television, the media promotes a certain kind of physical images for both men and women. In the past, female body was once linked to a larger more fully body size. In recent times, social anticipations emphasize reduced body sizes, and models in advertisements have increasingly become thinner and leaner over time. More so, the media portrays the ideal male body as lean and extremely muscular, emphasizing muscle mass and physical bulk. This current period is well known to be obsessed with a higher driving force towards the care for one's body image. Television, advertisements, internet and the print media are often the dominant force in creating an idealized perception of male and female body shape and body sizes; the thin ideal for women and muscular ideal for males. Survey has shown that over 60% males and females are dieting in order to have a faultless body image (McCabe, Butler and Watt,2007).

1.0.4 Body Image, Self Esteem and Personality

Body image and self-esteem can be seen as distinct but related concepts. While body image may describe one's attitude towards a particular aspect of one's self, especially the physical body. Self-esteem refers to the positive or negative feelings that we have about ourselves. This may involve a thorough appraisal of one's overall worth which is generally not limited to one's physical body. When individuals believe that they are good, worthy and that other individuals have a positive view of them, they often have positive feelings of high self-esteem. However, when individuals believe that they are inadequate and less worthy than others, they develop a sense of negative feeling of low self-esteem (Juth, Smyth & Santuzzi, 2008). Thus, higher self-esteem is linked to more positive body image, while lower self-esteem is associated with a more negative body image. Individuals with low self-esteem tend to be more critical of their own appearance. Such individuals often engage in negative comparisons of themselves with others, which in tend increase the likelihood of body dissatisfaction.

Self-esteem is often seen as a personality dimension. Personality dimensions reflect individual characteristic patterns of thoughts, feelings and behaviors. These characteristics are consistent and stable over time. Personality can be broadly defined as total quality of one's attitudes or interests in one's manner of acting and one's personal philosophy of life. The most widely used structural model of personality is the Five Factor Model (John, Naumann, & Soto, 2008). This model consists of five broad traits such as Extroversion, Neuroticism, Openness, Agreeableness and Conscientiousness (McCrae & Costa, 2003). Neuroticism refers to the degree to which a person responds to stress; Extroversion refers to the degree to which a person can tolerate sensory stimulation from people and situations; Openness refers to the degree to which we are pen to new experiences; Agreeableness refers to the degree to which we relate to others with tolerance and acceptance; and finally, Conscientiousness refers to degree to which one works towards goals in an industrious, disciplined, and dependable fashion. It is believed that each individual fall somewhere on each dimension, meaning that a person could be low, medium or high on any specific trait (Matthews, Deary & Whiteman, 2003). Within each of the five domains which can be thought of as been a continuum of one's personality, there are a number of six (6) specific facets that more specifically describe the overall domain. For the most part, the traits within the facets of a single domain only exist within one category. However, some dimensions are present more than once across multiple domains. It is of a great necessity to examine all of the traits in one domain together, and not individually. By doing so individually could give a false picture of one's personality profile also the authors that using a domain to convey the overall personality style is preferred to only using facet descriptors in order to provide a more concrete and comprehensive picture of a person. Fundamentally, individual facets are most helpful in describing specific feelings or behaviors within a domain.

The table below shows the five dimensions and their respective facets.

Table 1: Summary of five dimensions of personality and their respective facets

Openness to experience	Conscientiousness	Extraversion	Agreeableness	Neuroticism
Fantasy	Competence	Warmth	Trust	Anxiety
Aesthetics	Order	Gregariousness	Straightforwardness	Angry hostility
Feelings	Dutifulness	Assertiveness	Altruism	Depression
Actions	Achievement striving	Activity	Compliance	Self-consciousness
Ideas	Self-discipline	Excitement seeking	Modesty	Impulsivity
Values	Deliberation	Positive emotions	Tender mindedness	Vulnerability

1.1 Statement of The Problem

The 21st century is characterized by an increasing driving force towards attention to body image. Magazines, print media, advertisements and the television as well as the internet are most often deemed the dominant force in creating an idealized perception of the male and female body images, shapes and sizes. Men are ascribed with the muscular ideal and thin ideal for women. body image is a major concern for both genders, especially with women (Badero, 2011). Millions of people are dissatisfied with their body image, and this is as a result of internalization, objectification and normalization of these body ideal images. Thin media is a dominant driving force to body image dissatisfaction, thus normalization of media images and self-evaluations causes people to experience a high dissimilarity between their ideal body shape

and size versus their actual body shape and size. This often leads to disordered eating, feelings of depression and in some cases death. Having distorted body image has been linked to the development of psychological problems (Ata et al., 2007). Social comparison pressures men and women to conform to and to also strive for idealized body images, that is, wishing to have bodies that look like the images they have portrayed. Researchers have established that over 60% of both men and women are dieting to achieve "the perfect body type" which is not easily attainable (McCabe, Butler & Watt, 2007). Due to this, having distorted body image has been linked to the development of both physical and psychological health risks such as depression, obesity, low self-esteem and disordered eating including Bulimia nervosa and Anorexia nervosa. (Ata et al, 2007, Pearl, White & Grilo, 2014).

Media portray images that promise social acceptance, and therefore these body shapes and images tend to be desired by most young adults. Pressure is therefore put on men and women to get such appearances. In the western world, society shapes our beliefs about the ideal body image. People, particularly women strive to attain this ideal body shapes and sizes. For some, attaining such body size is genetically unachievable, the therefore engage in unhealthy behavior such as disordered eating. Disturbed perceptions of body image are mostly reflected in distorted perceptions of body sizes (McCabe et al, 2007). The attitudinal components reflect the effect we have about our bodies, and when disturbed typically results in discrepancies between ones ideal and actual body. Also, a person could try every possible means to make such ideal images their personal image. As a result, some undergo Tummy sucking, Liposuction, Advanced Body Sculpt, Vaser Lip selection, Vaser High Definition Liposuction, Advanced Cosmetic and Plastic surgery (Lirola & Chovanec,2012) in order to look like Barbie doll. Excess of this could lead to emotional distress, feelings of shame, low self-esteem and other emotional problems. Researchers have identified various predictors of body dissatisfaction. In a study on adolescent girls, obesity was found to be one of the causes of body

dissatisfaction. One area of research that has failed to attract the attention of the people is how personality dimensions can affect self -esteem and body image dissatisfaction. Exposure to thin media has presented a very powerful cultural ideal for female and male beauty that is increasingly unattainable. The close association between body image, self- esteem, personality types and thin media is especially problematic for adolescents.

In addition, most of the research in the area of body image dissatisfaction is Western-centered and based on findings that is obvious that body image dissatisfaction is prevalent in most Western societies/ culture. It is apparent that Africa and the Western countries operate in different cultural and environmental background and therefore what might be accepted by certain cultures and religions might not be condoned in other cultures.

1.2 Aims of the Study

The main aims of the study are to:

- Examine the relationship between thin media and body image dissatisfaction.
- Determine the extent to which thin media influence self-esteem.
- Examine the relationship between personality dimensions and self-esteem.
- Investigate the mediating role of openness on the relationship between self-esteem and body image dissatisfaction.
- Determine gender differences on self-esteem.

1.3 Rationale of the Study

Research shows that many studies have been conducted on thin media's influence on body image dissatisfaction. However, this study aims to investigate the effect of thin media and personality types on self- esteem and body image dissatisfaction. And also, to investigate

whether the level of the students can affect the relationship among thin media, personality types, self-esteem and body image dissatisfaction.

In the light of this efforts will be made through education at decreasing appearance-related distress, reducing self-defeating "body-talk", and loosening rigid ideas of an acceptable weight and shape may be effective in achieving improvements in body image (Dotse & Assumeng, 2015).

1.4 Significance of the Study

The occurrence of body image dissatisfaction among adolescents is above what is normal. Our society nowadays showcase perverse images of beauty for men and women of all ages. When adolescents view these images, they become torn between their actual body images and their perceived body images, and the result is often overwhelming. A recent Nigeria study done by Meshioye (2012) found that about 36% to 50% of adolescents from Grade 6 to 10 are not satisfied with their bodies. Research has revealed that pressure and impractical expectations from media, peers, and society leads the adolescents to accept that they must undergo some perverse means to reach their desired appearances. Also young adults go through severe therapies to make themselves look what the media wants them to look like, and not what or how they already look like.

This study will have implications for educators, parents and counsellors for the development and enhancement of successful and healthy adolescents. Preventive measures and strategies need to be developed that can be used to aid positive body image satisfaction and self-esteem among adolescents. With regards to parents, they need to understand the relevance of modeling healthy eating habits during childhood. Despite the fact that meeting all the basic human needs is key, parents also need to successfully meet all other needs such as emotional, physical, intellectual, etc. of their children. This will enable the children to grow up to adapt a healthy body image and positive self-esteem. The study will help to inform Ministry of Gender,

Children and Social Protection in Ghana to give equal value to other important aspects of both adolescents and young adults, such as personality and inner strengths, which, along with body image, contribute to overall self-image.

Also, issues regarding body image and self-esteem need to be addressed by both parents and educators as soon as they see its emergence among the children and not to brush it off or overlook it as "part of growing up". They are both required to get involved and to also help the adolescents to develop positive images about themselves, and further enhance their self-esteem. It is of great importance to note that body image dissatisfaction and lower self-esteem are difficult to eradicate once established, and therefore schools need to implement primary interventions and preventive programs among the elementary school children. This dissatisfaction, if gone unattended to can in the long run lead to disordered eating, weight loss, low self-esteem, and can also hinder their academic behaviors that are crucial for performance at school.

School is an imperative place for the social development of young adults, hence educational goals should not only include teaching of the curriculum, but to also help young adults to cope with their social and psychological problems. Schools will again serve as a vital place to build young adults who will contribute positively to the society and become very contented with who they are and not only what the society wants them to be. School counsellors should also have a comprehensive understanding of body image and impart this knowledge unto the adolescents and young adults so that they can develop positive body images. Furthermore, school counsellors should also bear in mind that body image dissatisfaction is also associated with low self-esteem, obsessive thinking about one's weight and appearance. The limited research into body dissatisfaction requires further examination of how the media portrays plus size adolescents and the stigmatization they face. With this it would serve as information for young people who in the wake of current times are considering putting on more weight.

In addition, having made the point that body dissatisfaction has moral and cultural implications, the study would explore the usage of body dissatisfaction by the media in the Ghanaian context by comparing it with what pertains in the Western world. By doing so, it would provide an in-depth knowledge of cultural underpinnings body dissatisfaction in Ghana and future researchers can draw from this study to further advance the area of body dissatisfaction in our society especially drawing on the moral and cultural implications of being plus size.

Moreover, this has policy implication on the need for policy makers to educate the populace on the consequence of obsessive thin size, especially those that lose their weight through the use of medication. In Ghana mostly on the streets you often find people selling unauthorized medicine on the street for losing weight, aphrodisiac etc. Recently the Ghana News Agency (GNA, 2017) reported that the FDA in collaboration with Ghana Police arrested some sixteen Nigerians who were selling fake drugs on the streets of Madina (Accra). In the wake of this recent indiscipline or unscrupulous behavior, this study will inform government agencies like Standards Authority, Food and Drugs Authority to be vigilant in ensuring these drugs are not smuggled into the country.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The main aim of this research is to examine the effect of thin media and personality types on self-esteem and body image dissatisfaction among University of Ghana undergraduate students. Essentially, this section looks at some theories to explain the influence of thin media and personality types on self-esteem and body image dissatisfaction. Additionally, the chapter reviews some relevant empirical literature that touches on aspects of thin media, personality types, self-esteem and body image dissatisfaction among adolescents. Moreover, the section shows the rational for the study, conceptual framework, statement of hypotheses and research questions and additionally operational meaning of terms.

2.1 Theoretical Framework

2.1.1 Social Comparison theory (Festinger, 1954)

Social comparison theory is often used in conducting research that examines body image satisfaction or dissatisfaction in relation to social comparison behavior to images as well as to peers. According to Festinger (1954), people innately compare themselves with others in order to help them to determine self-characteristics and attributes, which may include physical appearance. Rudd and Lennon (2000) claimed that people may have an urge to evaluate themselves in relation to others in an attempt to understand themselves. Although many times comparisons are made without intent and can negatively impact adolescents and young adults since they begin to self-evaluate. Festinger (1954), suggest that individuals sometimes compare themselves to others as a way of fostering self-improvement, self-motivation and a positive self-image. Due to this very reason, individuals constantly evaluate themselves and others across a variety of domains, such as attractiveness, wealth, intelligence and success. Social

comparison behavior may sometimes result in guilt, stress, shame, unhappiness, insecurity, and body image dissatisfaction. In some cases, it is directly linked to bulimia and anorexia nervosa. Festinger (1954) suggested two types of social comparison. These Similarly According to Festinger (1954) coined the term 'Social Comparison'. According to this theory, individuals compare themselves to others who they perceive to be similar to themselves by rating and evaluating themselves through comparison. Fundamentally, individuals determine their own social and personal worth based on how they liken themselves to others they perceive in some way doing better or worse than themselves. Festinger (1954) suggested two types of social comparison. These types include downward and upward comparison. Downward social comparison occurs when an individual compares himself or herself who are worse off than themselves. Such downward comparisons are often centered on making ourselves feel better about their abilities. Thus, an individual may not be great at something, but at least such an individual will feel better off comparing him or herself to the other.

There are two types of comparisons according to this theory. They include downward and upward comparison. A downward comparison is when an individual compares himself or herself to another person whom they perceive to be worse off, and this then heightens their own self-esteem. An upward comparison is when an individual compares himself or herself to someone they perceive to be superior to them, which may bring about feelings of depression, anger and a lack of self-worth. Over and over again countless studies have shown that social comparison behavior to media images in young women leads to increased attractiveness standards and body dissatisfaction. Young women are left feeling inadequate and inferior to the overly perfected, highly attractive, and ultrathin models seen in the media

Social comparison helps to explain why people feel better or worse reporting media exposure. We tend to compare ourselves to others who we perhaps believe are similar to us to know our levels of attractiveness, ability and success. According to researchers, comparison

has positive and negative consequences on people. Body dissatisfaction is related with the propensity to compare one's body to another, which may include constantly thinking to be like or look like them. Dittmar (2009) emphasized that this could lead to emotional distress, low self-esteem, feelings of shame and powerlessness and other emotional problems such as depression, social phobias and eating disorder.

2.1.2 Objectification Theory

Objectification model (Frederickson and Roberts, 1997) appears to be one of the theories that views girls and women as prone to internalize an observer's perspective as a primary view of their physical selves. The objectification theory further argues that the female body is subjected to continual monitoring, which in turn leads to body dissatisfaction. The increase in body objectification for women, and some cases men, has made women and men to begin to put in some efforts to change their physical appearance through diet, exercise, beauty products, cosmetic products, and commonly surgery.

Frederickson (1997) again postulates that females are being treated as a body, mainly for its use by others particularly for pleasure. They point out that women's experience of objectification varies differently from one woman to another. This could be associated to the fact that there exist some differences with regards to ethnicity, age, class, sexuality and other physical and personal attributes. However, all women equally experience some form of body objectification, which with time may lead to surveillance and body shame (Frederickson, 1997).

McKinley and Hyde (1996) showed that body surveillance and body shame contribute to body dissatisfaction. Body Surveillance is described as monitoring one's self in terms of viewing one 's body as an outside observer. According to McKinley and Hyde 1996, body shame is defined as some emotion women normally feel when one's own body does not adapt

to internalized body ideals. It has been suggested that body surveillance can result in body shame by contributing to the realization of a discrepancy between one's own body and an internalized body ideal (Fredrickson and Roberts 1997). Body control is another aspect of body objectification theory, although research shows that it has no significant correlation with body dissatisfaction, nor have there been any gender differences in control beliefs and body dissatisfaction. In most instances, women report higher objectified body consciousness than men and that women again are seen to learn to internalize an objectifying observer's perspective of their bodies more than men. Body objectification has been shown to be associated with different psychological problems including disordered eating and depressed mood. However, according to Tiggemann and Duane (2009) body surveillance was associated with depressive mood and disordered eating in both men and women.

2.2 Review of Related Studies

Body image has been seen as a core aspect of one's psychological and physical well-being. Researchers have found that body image can influence a woman's self-confidence, assertiveness and attitude regarding eating and exercise habits (Spurgas, 2005). Body image dissatisfaction is defined as negative self-evaluation of one's physical appearance (Warren, Gleaves, Cepeda-Benito, Fernandz, & Ruiz 2005). Previous studies for example (Ferguson, Winegard & Winegard, 2011), have identified some factors that can contribute to body image dissatisfaction particularly among women. Much of this dissatisfaction is focused on achieving the thin ideals. Some researchers argue that body dissatisfaction may be an important factor in the beginning of eating disorder, and consequently body dissatisfaction has dangerous potentials of causing psychological problems (Ferguson et al., 2011).

2.2.1 Relationship between Media Influence on Body Image and Body Image Dissatisfaction

Tiggemann and Mcgill (2004) conducted a study in South Australia to investigate the role of social comparison processes in women's responses to images of thin-idealized female beauty. The study comprised of 126 female undergraduate students at Flinders University between the ages of 18 and 28 years. The respondents were asked view magazine advertisements containing full-body, body part or product images and were assessed in that regard. The researchers administered two separate questionnaires, which included background information, measures of individual difference trait variables and magazine and television preferences and consumption. The instructional set was also manipulated with three levels: control, appearance focus, and social comparison. Mood and body dissatisfaction were measured immediately before and after advertisement viewing, while state weight anxiety and the amount of appearance comparison engaged in were measured only after the advertisements.

The outcome of the study suggested that viewing thin-ideal female images did lead to increased negative mood and body dissatisfaction. The researchers also found that body-part images elicited just as much social comparison and produced as much negative affect and body dissatisfaction as full-body advertisements. The study further provides strong support for the relevance of social comparison theory in understanding the relationship between media promotion of the thin ideal and women's body dissatisfaction. Thus, demonstrating the important roles played by individual differences in predisposition and the actual process of comparison.

The study has contributed immensely to the existing literature on body image dissatisfaction by highlighting the negative effects of media exposure and the detailing role of appearance processing, particularly social comparison, in producing these effects.

Barlette, Vowels and Saucier (2008) conducted a study to determine the rate at which pressure from the mass media to conform to the muscular ideal male body affects men's self-images, such as body satisfaction, body esteem, and self-esteem. More specifically, this study was conducted to determine the relationship between exposure to muscular ideals and the negative self-images of males. The studies used in this research included published studies which were written in English. There were some relevant search terms which were employed in the study. These search terms included body image and males, body image and boys, body esteem and males, body esteem and boys, body esteem and media, body satisfaction and males, body satisfaction and media, and masculinity. Studies that were included in the research were 15 in number, and they contributed to 60 effect sizes which included 4,324 male participants.

The results of the study indicated that pressure from the mass media was related to negative self-image attainment, where as positive effect sizes indicated that pressure from the mass media was related to positive self-image attainment. Also, from the study, exposure to muscular ideals were associated with lower levels of body esteem and body satisfaction and also with increased levels of negative behavioral and psychological outcomes. The findings also suggested that college males had a stronger relationship between pressure from the mass media and negative self-images of adolescent boys. Furthermore, it was also found that both males and females had a similar relationship between exposure to the ideal body in the mass media and feeling worse about their bodies.

Fundamentally, the study has contributed enormously to realization of the impact of pressure from the mass media and negative self-image in men, by integrating various studies across the world. Also, the study showed the extent to which body esteem, body satisfaction, self-esteem, and behavioral outcomes are affected by mass media pressure. Essentially, this study corroborates the assertion that muscled models and skinny models used in media is extremely harmful.

Vartanian and Dey (2013) examined the associations among 'Self-concept Clarity, Thin-Ideal Internalization, Appearance Related Social Comparison tendencies, and body dissatisfaction'. This study aimed at investigating the interactions of self-concept clarity, thin-ideal internalization, upward and downward appearance comparison tendencies. According to the authors, achieving this aim would help them to determine how these factors may predict body dissatisfaction among university aged women. The study used 278 participants who were undergraduate female students from a first-year psychology course at a large public university.

After the participants had provided a written consent to partake in the study, each of them was asked to complete series of questions on a lab computer. The questionnaires were made up of measures such as self-concept clarity, internalization of the thin ideal, upward and downward appearance comparison and body dissatisfaction, and these measures were to help them to ascertain the exact purpose for which the study was conducted.

From the outcome of the study, it was revealed that 'Thin Ideal Internalization, Upward Appearance Comparisons, and Downward Appearance Comparisons' were positively correlated with body dissatisfaction. Also, 'Thin-Ideal Internalization' was positively correlated with 'Upward and Downward Appearance Comparisons'. Furthermore, self-concept clarity was negatively correlated with 'Thin-Ideal Internalization, Upward Appearance Comparison, Downward Appearance Comparisons' and body dissatisfaction. According to the study, it was further discussed that 'Thin-Ideal Internalization' mediates the association between Appearance Comparison tendencies and body dissatisfaction. Again, it was found that Thin-Ideal Internalization and social comparisons were both well-established risk factors of body dissatisfaction. Finally, it was also found that thin ideal internalization mediated the association between self- concept clarity and body dissatisfaction, and that upward comparison tendencies and lower comparison also mediated the association between self -concept clarity and thin-ideal internalization. To sum it up, the findings suggested that women who lack a

clearly defined self-identity regularly compare their appearances to other women and also turn to internalize the thin ideal, perhaps as a means of defining their own identities. The study has added knowledge in the understanding of thin-ideal internalization and social comparisons, by examining factors that may help to explain the individual differences in thin ideal internalization and social comparison tendencies.

Calado, Lameiras, Supelveda, Rodriguez and Carrera (2011) conducted a study to assess the association between magazine and television exposure and body dissatisfaction among Spanish adolescents by gender. This study again aimed at investigating the predictors of body dissatisfaction in both males and females. The sample was made up of both male and female students who had been enrolled in mandatory secondary education and are also in their third and fourth years. The ages of the participants were between 14 and 16 years. The authors conducted a survey during the 2004 and 2005 academic year. The survey made use of six questionnaires and were administered to the participants sequentially. Among these questionnaires were Sociomediatic questionnaire, Eating Attitude Test, Physical Appearance Comparison Scale, and Socio-cultural Attitudes towards appearance questionnaire. Again, the technique used by them for the nature of their data was a cross-sectional design.

The results of the study suggested that there were very few differences between students with body dissatisfaction compared with those without any body dissatisfaction with regards to exposure frequency to different kinds of TV and magazine content and total frequency exposure to mass media. Also, male and female students with body dissatisfaction did not view more TV programs or read more magazines during week days and weekends, as compared to male and female students with body satisfaction. Regarding the exposure to television programs, male students who were satisfied with their bodies were frequently exposed to news programs and game shows which portrayed no celebrity. Where as in the case of magazine viewing, there were hardly any difference for high body dissatisfaction for types of magazine

contents. Only female students with body dissatisfaction were reported to exhibit greater exposure to TV and magazine topics which were with reference to body image, especially in relation to dieting topics, beauty topics, health, fitness, and music videos. From the discussion, the researchers were able to assess the association between media exposure, frequency of exposure, specific media contents and the presence of body dissatisfaction among the adolescents, with the help of cross-sectional design. Again, with regards to body dissatisfaction scores, females were found to have greater body dissatisfaction scores as compared to the males. Furthermore, it was reported that a greater endorsement for media ideals and perceived pressure to conform to those images may have contributed to the greater body dissatisfaction they encounter. Interestingly, though males are constantly estimated to experience little pressure from the mass media, perceived pressure emerged as the strongest unique predictor of body dissatisfaction in the study.

The study did not fully take into consideration some specific masculine features in males, and this could have helped to explain in part some potential underestimations in male body dissatisfaction rates. Also, the cross-sectional design which was used in the study would not enable the researchers to infer causality. Again, the researchers could also measure the influence of mass media, with regards to TV and magazines on the adolescents' self-esteem.

Mulasi-Pokyiral and Smith (2010) conducted a study to investigate body image images and the usefulness of self-reported measurements among Hmong American children. Also, the study further sought to assess overall body satisfaction/dissatisfaction, identify whether and how traditional culture affects perception and attitude towards body image. The study constituted 335 Hmong children, who were between the ages of 9-18 years. The number of boys who participated were 150, while the ladies were 185 in number. The methodology used in the study was mixed method, specifically quantitative (silhouette drawing instrument, six questions from a validated survey, and anthropometric data) and qualitative (focus groups)

methodologies in other to apply a unique perspective in their investigations. The researchers administered an eight-figure silhouette drawing instrument to the children. The instrument ranged from being the thinnest (figure 1) to being the heaviest (figure 8). Furthermore, six questions pertaining to body image were also administered to assess body image satisfaction/ dissatisfaction.

The results from the study showed that body dissatisfaction scores for overweight and obese children were significantly higher than normal weight children. Also, body image issues stemmed up at early age among the students. Again, it was indicated that there was strong desire for thinness among the participants, and children used unhealthy weight control measures including dieting, skipping meals, to achieve thinness.

From the discussions, some of the children reported there were some specific factors that had influenced their body image attitudes, whereby media happened to be one of those factors.

Paap and Gardner (2011) conducted a study to measure Body Image Distortions, Body Dissatisfaction, Self-esteem and Relationship Satisfaction. The study further aimed at examining how Body Image Disturbances which include body-size estimation and body dissatisfaction are associated with Relationship Satisfaction. An anonymous survey was presented over the internet, where data were collected from students who had enrolled in various courses. Participants were asked to provide answers to some demographic questions such as their gender, their partners' gender and their ethnicity. The total number of respondents were 282 undergraduates and graduate students. Of these number of participants,81 were males and 201 were females. Body-size estimations and body dissatisfaction were measured with body image assessment scale.

According to the results of the study, no gender difference was observed on how much dissatisfaction they perceived their partners had about their body sizes. Both genders expressed a high desire for their partners to be thinner. Females were more dissatisfied with their bodies, they had low self-esteem scores and were more concerned with their weights. Male respondents were also more dissatisfied with their partners' sizes than females did. Interestingly, it was found that women actually overestimated their body sizes while the men did not.

This study has contributed to literature on 'body dissatisfaction, body-size distortions and perceived partner relationship satisfaction' that has not previously been examined.

Chaker, Chang and Hakim-Larson (2014) conducted a study on body satisfaction, thin ideal internalization, and perceived pressure to be thin among Canadian women. The purpose of this study was to enhance current understanding of the relations among religiosity and acculturations, body esteem, internalization of thin ideal and perceived pressure to adhere to medias beauty standards. In the study 143 Canadian women responded to the research, and their ages were between 18 and 25 years. Participants were recruited via an advertisement on the undergraduate psychology participant pool, and also across social media websites. The measures that were used included Body Esteem Scale for Adolescent and Adults, which was used to measure the body esteem of the respondents. Socio-cultural Attitudes Towards Appearance Questionnaire was also used to measure internalization of the thin ideal of the respondents,

The results of the findings showed that religiosity was significantly correlated with appearance satisfaction. Concerning women's perceived pressure to adhere to medias beauty standards, both mainstream and heritage acculturation emerged significant contributors to the variance after accounting for Body Mass Index (BMI).

Grabe, Ward and Hyde (2008) conducted a study on the role of media in body image concerns among women. The researchers' aim for the study was to examine the experimental and correlational studies which were testing the links between media exposure and women's body dissatisfaction, internalization of the thin ideal, and eating behaviors and beliefs. Relevant studies were revealed and grouped into four categories of outcome variables: body dissatisfaction, body self-consciousness/ objectification, internalization of the thin ideal and drive for thinness, as well as eating behaviors and beliefs regarding body dissatisfaction. The authors also focused on measures that assessed the evaluative component of body image, that is satisfaction or dissatisfaction with the body. The measures which were employed by the researchers in this study in assessing body dissatisfaction included: The Visual Analogue Scales, the Body Dissatisfaction Subscale from the Eating Disorders inventory, the Physical Appearance State and Trait Anxiety Scale, the Body Esteem subscale of the Body Image Scale, the Body Satisfaction Questionnaire, the Body Esteem Scale and the Multidimensional Body-Self Relations Scale.

The outcome of the study revealed that there were consistent associations across both experimental and correlational designs and across multiple measures of women's body image and eating behaviors and beliefs. Fundamentally, the study has contributed immensely to literature, and the findings therefore also provided greater support for the notion that exposure to mass media which depicts the thin-ideal body is related to women's vulnerability to disturbances related to body image.

2.2.2 The relationship between thin media on Body Image and Self-Esteem

Meshioye (2016) conducted a study to investigate if media has an impact on self-esteem, body image, social anxiety and age from an Irish third level college. The aim for the study was to critically evaluate and explore the influences of social media on body image, self-esteem, age and anxiety.

Again, the study aimed at measuring how the number of hours dedicated to media adversely affects self-esteem, body image, social anxiety with the sex and age group brackets. The total number of participants for this study were 100, which included both males and females. The number of females were 70 while that of males were 30. The ages of the participants also ranged from 18-25 years.

The researcher used survey as the method for data collection. The survey was done online where participants were asked to partake with the aid of sharing them to Facebook friends and friends outside Facebook through email. The participants were asked to voluntary or willingly fill in the survey with guided instructions, as well as the purpose for the study on the debrief form which was on the front page of the questionnaire. Furthermore, the participants were also asked to complete the surveys with four questionnaires which included; The Facebook Intensity Scale, The Rosenberg Self Esteem Scale, The Body Esteem Scale and The Social Comparison Scale.

According to the study, the results showed that male participants had a negative correlation with social media intensity and was not statistically significant. Again, it was found that total self-esteem has a weak positive relationship with social media intensity. This result from the study revealed that social media intensity affects total self-esteem. Also, it was found in the study that female participants were highly affected with the social media intensity as compared to the male participants.

Fundamentally, the study has some limitations with regards to the size of the participants. The total number of the participants were 100, which concentrated mostly on females (70) than males (30). While in this present study, the total number of participants are 200, which will allow for generalization as compared to the study under discussion. Another limitation to consider is the mode for collection of data. The questionnaires were preset questions, and with this type of questions the participants might not have been comfortable to

have a choice to fill it in or not which limits the participants to give an honest pick of answers, or to be truly sincere, honest or can also make the answers biased. Where as in this study, the researcher provided participants with questionnaires that allowed them to give out the true or honest answers.

Interestingly, the study has made relevant contributions towards the youths' attachment to social media despite the number of limitations it poses. It conscientized participants on the number of hours spent on social media or their emotional attachments to social media. This would make them more aware of how much of the media they should consume on day-to-day bases. Also, it has enlightened the public on how social intensity affects social anxiety, self-esteem and body image.

2.2.3 The relationship between self-esteem, personality and body image dissatisfaction.

MacNeill, Best and Davis (2017) conducted a study to examine gender differences in the relationship between personality, body image dissatisfaction and disordered eating. The study employed a total number of 323 undergraduate students at a small Atlantic Canadian University. These participants were recruited over a two-year time period by means of poster advertisements on campus. They were also offered course credits for their participations. The participants were put into smaller groups with sizes ranging from 2 to 20 individuals per group. The researchers again asked the participants to fill up self-report questionnaires in random order, during the data collection session. The measures that were employed in this study included the Eating Attitudes Test-26 (EAT-26), Body Image Ideals Questionnaire (BIQ). The Eating Attitudes Test contains 26 self-report items which were used to measure typical behaviors and attitudes about eating. Also, the Body Image Ideals Questionnaire was a 22 item self-report questionnaire that measured the self-perceived discrepancy between internalized ideals and current body conditions in regards to 11 physical characteristics: the height, skin

complexion, hair texture, thickness, facial features, muscle tone, body strength, physical coordination and overall appearance.

Findings revealed that females experienced more body dissatisfaction and disordered eating than males. Again, personality factors were also found to be related to the experience of body dissatisfaction in both genders. Also, some personality factors contributed to predict males' high neuroticisms, low conscientiousness and females (high neuroticism) body dissatisfaction beyond the influence of Body Mass Index (BMI). Furthermore, personality traits were not significantly related to disordered eating scores in men. Disordered eating scores were significantly predicted by high Neuroticism. The outcome of the study suggested that there was statistically significant positive correlation between total EAT scores and Neuroticism scores, as well as statistically negative correlation between total EAT scores and Agreeableness and Conscientiousness scores. Also, it was found that the levels of Neuroticism were not significantly related to total scores in men. But in the case of women there was significantly positive correlation between BIQ and Neuroticism scores as well as negative correlations between BIQ and Agreeableness and Conscientiousness scores. Interestingly, the study again showed a significant positive correlation between BIQ scores and Neuroticism scores in men.

Fundamentally, the results of this study have brought to light the relevance of validated assessment tools that take gender specific body image and disordered eating concerns into account.

However, the sample for the study was small, as compared to the current study. This can influence its generalization.

Sushma, Kumar and Batra (2015) conducted a study to examine the comparison and correlation between the personality and self-esteem among youth of Rohtak, Haryana. This study also aimed at assessing the relationship between personality and self-esteem among

young adults and compare them on personality dimension and self-esteem. The study comprised of a group of 80 participants who were recruited from Maharshi Dayanand University Rohtak. Among these participants, 40 were males and 40 were females. The study again employed snowball sampling as the sampling technique in selecting the participants for the study. Furthermore, the ages of the participants ranged between 20-35 years, and had also reached at least the 12th level of their education.

Fundamentally, the results from the study showed that there was a significant positive correlation between personality dimensions and self-esteem. This result indicated that there was positive correlation between self-esteem and openness versus closeness to experience traits. While there was a negative correlation between neuroticism versus emotion stability in males.

Interestingly, this present study has added to literature by providing relevant information about personality traits and self-esteem among the youth. Despite their contribution, the sample size the study used was 80, which was quite small. This present study will select 200 participants to take part in the study to help broaden the domain of the literature.

Kenneth (2014) conducted a study to investigate the correlation of self-esteem with that of personality type of youth boys and girls. The study further aimed at assessing the relationship between the level of self-esteem and type of personality among youth. The sample comprised of 41 students who enrolled themselves in a one-month Leadership Internship program. Of these there were 20 males and 21female participants. The study was a non-experimental correlational study, which mainly looked at the relationship between self-esteem and personality. Again, the study made use of Eysenck Inventory which was used to measure the personality of the respondents. Rosenberg Self-esteem Scale was also used to assess the self-esteem of the respondents.

According to the study, the results showed that there was a significant correlation between self-esteem and extravert personality of the participants. Also with regards to Neuroticism type of personality and self-esteem of the youth, there's no significant correlation existing between them.

This study has contributed immensely to the discourse of self-esteem and personality types. Despite these contributions to literature, the study only focused on two variables; self-esteem and personality types which lowered the scope of the study. As such this current study will focus not just on the two but will also include thin media and body image dissatisfaction. Furthermore, the study used 41 participants which is quite small, so this current study will use 200 participants in order to expand the scope of the study.

Amirazodi and Amirazodi (2011) have also conducted a study on personality traits and self-esteem. The authors aim regarding this study was to examine the relationship between the personality traits and self-esteem. According to the study, the participants were 310 Shiraz university students, which were made up of 147 girls and 163 boys. The technique that was employed for the selection of participants was through multi-stages cluster random sampling from different colleges of Shiraz university. Furthermore, the study employed some measures to assess the variables to meet the objectives of the study, and these measures included; big five factors scale, which was to measure the personality of the participants, and Cooper Smith's self-esteem scale, which was to measure the self-esteem of the participants.

With regards to the outcome of the study, Simultaneous multiple regression of self-esteem on the personality traits subscales showed that the extraversion versus introversion, conscientiousness versus lack of direction, agreeableness versus antagonism, and openness versus closeness to experience traits were significant positive predictors. Whereas neuroticism versus emotion stability was significant negative predictor of the self-esteem.

Mansfield (2012) conducted a research to investigate whether mass media had a direct influence on body dissatisfaction and body esteem. Also, the study aimed to investigate whether higher levels of media exposure will cause lower levels on body perception and body-esteem scales. The researcher employed a total of 90 participants for the study. These total number of participants included 45 females and 45 males. The participants were gathered through convenience means via an online link which was posted in a browser. The participants provided their email addresses and the survey were posted online through google documents. From the results, it was revealed that there was no significant difference in self-esteem for both males and females. There was also a significant influence of media exposure on both males and females. The study has contributed a strong implication that makes us conscious of the fact that homosexual males and females suffer far more from body dissatisfaction and poor self-esteem than any other group. The researcher encountered a number of limitations despite the study's immense contributions. With regards to the sample, 90 participants were sampled for this study. This present study made use of 200 participants which is good and suitable for generalization.

Similarly, Rasooli and Lavasani (2011) conducted a study to investigate the relationship between personality and perfectionism with body. A sample of 373 students from Alzahra University were sampled in 2009 for this study. These respondents filled questionnaires which encompass measures such as NEO-FIVE Inventory, Positive and negative perfectionism scale and body image concern inventory. Findings of the study indicates that there is a positive relationship between neuroticism, agreeableness and openness with body image whereas there was a negative relationship between extraversion and conscientiousness. It was further noted that there was a negative relationship between neuroticism, openness and agreeableness with perfectionism.

More so, in terms of the extent to which personality influence body image dissatisfaction, MacNeil, Best and Davis (2017) study on the role of personality in body image dissatisfaction and disordered eating comes handy. MacNeil and his colleagues used 238 female and 85 male undergraduate students at a Canadian university. These participants were recruited for a period of 2 years and took part in small groups ranging from 2 to 20 individuals. During the data collection procedure, participants filled questions consisting of measures such as Eating Attitudes Test-26 (EAT-26), Body Image Ideals Questionnaire (BIQ), Neuroticism Extraversion and Openness Personality Inventory-Revised (NEO-PI-R). Findings of the study revealed that there was no significant relationship between neuroticism and eating disorders whereas there was a positive relationship between neuroticism and body image dissatisfaction. Aside neuroticism, the other dimensions of personality did not significantly predict body image dissatisfaction.

2.3 Statement of Hypotheses

Four hypotheses were developed based on the specific objectives of the study and they are as follows:

1. There will be a significant negative relationship between media influence on body image and body image satisfaction.
2. There will be a significant negative relationship between media influence on body image and neuroticism on self-esteem.
3. There will be a significant positive relationship between extraversion and openness on self-esteem.
4. Openness would mediate the relationship between thin media and body image dissatisfaction.
5. Males would experience higher levels of self-esteem than females

2.4 Conceptual Model

It was anticipated that there would be a negative relationship between thin media and body image satisfaction. It was also expected that the various personality dimensions would predict self-esteem. Openness was further expected to mediate the relationship between thin media and body image satisfaction.

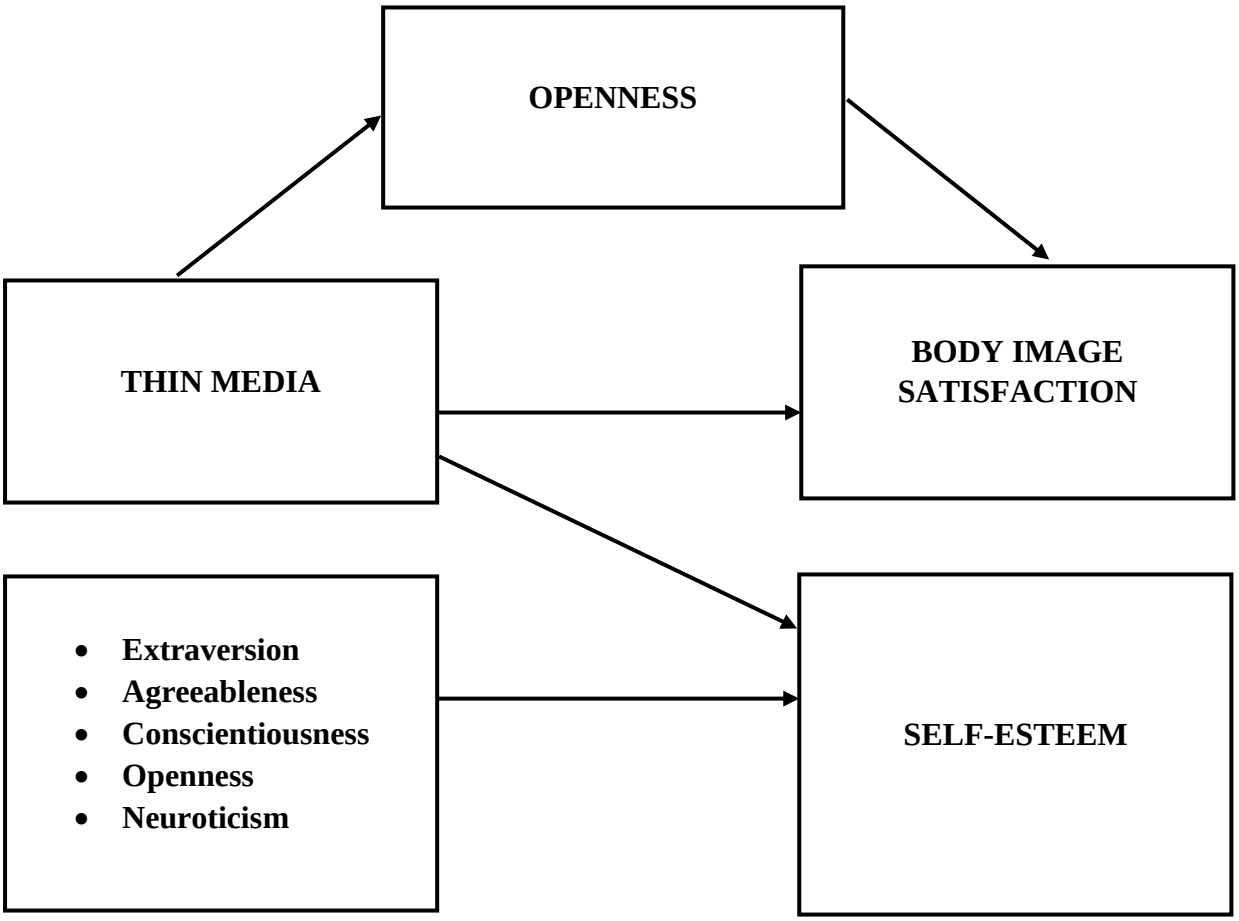

Figure 1: Summary of hypothesized relationship between the study variables

CHAPTER 3

METHODOLOGY

3.0 Introduction

This chapter reports all that transpired in the conduct of the main study highlighting the research design, research setting, population, sample and sampling technique employed, inclusion and exclusive criteria, research instruments, pilot study of instruments and the procedure employed in the collection of data. Again, it reports all the ethical issues considered in the present study. Finally, it reports the statistical tools for analyzing the data in this present study.

3.1 Research Design

This study is solely quantitative in nature. There are quite a number of limitations researchers encounter by using the quantitative method but when adopted by researchers it helps to make generalization from a sample to the population. The researcher adopted a cross-sectional research design. This was deemed suitable because data was collected from participants of two or more groups at the same time, and rather limited time on an issue of interest (Davis and Smith, 2004). This method was implemented in this research to help to address the research objectives of this thesis. Also, it was used due to the relationships that needed to be established among the various variables. The design allowed the researcher to gather information from students about thin media and personality types influence on self -esteem and body image dissatisfaction. Essentially, the researcher focused on the relationship among personality types, self-esteem and body image dissatisfaction through the use of appropriate questionnaires and inventors. Again, the researcher investigated whether level of the students could cause any difference among the variables. Data was also collected from the respondents only once.

3.2 Target population

The target population, out of which the sample was drawn for the study was made up of 32,059 undergraduate students from University of Ghana (University of Ghana, 2016). The students were within the age range of 18 years and above, from various departments within University of Ghana. This population was used because it captures a variety of characteristics relevant for this study.

3.3 Sampling size and Sampling Technique

The sample drawn for this study was 200 students with diverse socio-economic backgrounds. Although a total of 230 questionnaires were distributed, only 220 were retrieved. Upon further scrutiny of the returned questionnaires, it was revealed that 200 were valid questionnaires to be used for the analysis. This, as a result, represents a response rate of 90.09%. The sample size of 200 was appropriate for regression analysis. This was based on a software known as G*Power 3.1.2 by (Faul, Erdfelder, Lang, & Buchner, 2007). According to Faul, Erdfelder, Lang and Buchner's (2007) G*Power 3.1.2, a sample size of at least 119 participants is appropriate when the desired alpha level is 0.05. Based on the above deductions, a sample size of 200 was considered appropriate for the study.

Convenient sampling was used for students who were readily available and were willing to take part in the study. The purposive sampling was used to select students who met the criteria for inclusive (University of Ghana Undergraduate Students) to participate in the study in order to enable the researcher answer research objectives and also to allow for the hypothesis to be tested.

3.4 Demographic Characteristics

Table 1 below shows the distribution of the participants across all demographic variables examined in the study. It can be observed from the table that out of the 200 participants captured in the study, 124 representing 62% were between 18 to 20 years, 57 representing 28.5% were within 21 to 23 years and 19 representing 9.5% were 24 years and above. In terms of the sex, it can be found from the table that, 111 representing 55.5% of the students were males whereas 89 representing 44.5% were females. It was further observed that 77 representing 38.5% were in level; 75 representing 37.5% were in level 200; 24 representing 12% were in level 300 and 23 representing 11.5% were in level 400. Finally, with respect to religion, 191 representing 95.5% were Christians whereas 9 representing 4.5% were Muslims.

Table 2: Summary of demographic characteristics of undergraduate students in University of Ghana

Demographic Variable	Frequency	Percentage (%)
Age		**100**
18-20	124	62.0
21-23	57	28.5
24 years and above	19	9.5
Total	**200**	**100**
Sex		
Male	111	55.5
Female	89	44.5
Total	**200**	**100**
Level of Education		
Level 100	77	38.5
Level 200	75	37.5
Level 300	24	12.0
Level 400	23	11.5
Other	1	.5
Total	**200**	**100**
Religion		
Christian	**191**	**95.5**
Muslim	**9**	**4.5**
Total	**200**	**100**

3.5 Inclusive

1.any undergraduate student from university of Ghana.

2. the student must be willing to participate

3. the level of the student must be between 100-400

4. the participant must be between 18 years and above

3.6 Exclusive

1. participants below 18 years
2. post graduate students from University of Ghana

3. non-students of university of Ghana

3.7 Research Instruments/ Measures

All constructs were measured using multi-item standardized questionnaires. The measures were divided into five sections, one to five. Section one (A) obtained responses on the demographic characteristics of the participants such as gender, age, level in school and religion, which were deemed relevant to achieving the aims and objectives of the study. Section two (B) multidimensional body-self relations questionnaire appearance scale and the third Section (C) measured the self-esteem of the participants. The fourth (D) and fifth (E) sections obtained data on social attitudes regarding weight and personality.

3.7.1 Section (A) Demographic Information

3.7.1 Demographic Variables

The study explored some demographic variables such as gender, age, level in school, and religion, since these variables were deemed relevant in the present study.

3.6.2 Section (E) The Big Five Inventory Scale (BFI) John and Srivastava (1999)

The Big Five Inventory was made up of 44 items measuring five trait dimensions of personality- openness to experience (9 items), conscientiousness (9 items), extraversion (8 items), agreeableness and neuroticism (8 items). These items are measured on a five-point Likert scale which ranges from 1=disagree strongly, 2=disagree a little, 3=neither agree or disagree, 4=Agree a little to, 5=agree strongly. This scale's reliability ranges from 0.79 to 0.88. I see myself as someone who…is red, is helpful and unselfish with others, can be somewhat careless, is relaxed, handles stress well, can be tense, are some examples of items on the scale. Items 2,6,8,9,12,18,21,23,24,27,31,34,35,37,41, and 43 are revered before scoring is done. The reliability of the instrument for pilot study for the various personality dimensions were as follows: Neuroticism (N) was .82, Extraversion (E) was .85, Openness (O) was .83, Conscientiousness (C) was .78 and Agreeableness (A) was .77. These included Neuroticism

(N), Extraversion (E) and Openness (O). The reliabilities for the main work are as follows; Neuroticism (N) was .88, Extraversion (E) was .800, and Openness (O) was .90, Conscientiousness (C) was .81 and Agreeableness (A) was .86.

3.7.2 Section (D) Media Influence Questionnaire

This construct is a ten-item scale which measures messages participants receive from the media pertaining to their bodies. In terms of the number of items, three of the items are used to assess pressure to lose weight; another three of the items also measure the pressure to gain weight whereas four of the items are also used to assess pressure to increase muscle tone. This instrument was rated in a 5-point Likert scale ranging from strongly agree to strongly disagree. The reliability for the pilot study was .66, while the reliability for the min work was .78.

3.7.3 Section (C) Rosenberg Self-esteem Scale

This construct was used to measure participants' self-esteem. The original sample for which the scale was developed consisted of 5,024 High School Juniors and seniors from 10 randomly selected schools in New York State. Using a 7-point Likert scale from one "strongly disagree" to seven "strongly agree", participants were asked to rate their level of agreements with a series ten statement. The scores for the 10 items are put together. The higher the score, the higher the self-esteem. Included in the scale are some items such as "on the whole I am satisfied with myself", and "l feel that I am a person of worth". The reliability of the instrument for the pilot study was .63 whiles the reliability for the main study was .700. The scale had quite a number of reversed items which were marked with asterisks. They included items 2,5,6,8, and 9.

3.7.5 Multidimensional Body Self-Relations Questionnaire

This construct was used for the assessment of self-attitudinal aspects of the body-image. It has several subscales which are classified into the factor subscales and the three special multi

item subscales. The factor subscales are namely; (1) Appearance Evaluation. This measures feelings of physical attractiveness or unattractiveness; satisfaction or dissatisfaction with ones looks. (2) Appearance Orientation. This measures the extent of investment into one's appearance. (3) Fitness Evaluation. Assesses one's feelings of being physically fit or unfit. (4) Fitness Orientation. This assesses the extent of investment in being physically fit or athletically competent. (5) Health evaluation. This measure feeling of physical health. (6) Health Orientation. This assesses the extent of investment in a physically healthy lifestyle. (7) Illness orientation. This is used to measure the extent of reactivity to being or becoming ill. The 3 special multi item subscales also include;(1) The Body Areas Satisfaction Scale (BASS). This measure one's dissatisfaction or satisfaction with body areas. (2) The Overweight Pre-Occupation Scale. This assesses fat anxiety, weight vigilance, dieting and eating restraint. (3) The Self-Classified Weight scale. This measures how one perceives and labels one's weight, that is the self-appraisal of weight from "very underweight" to "very overweight". Internal consistencies of the subscales range from .76 to .86. the reliability of the instrument for the pilot study was .66, while the reliability for the main work was .78

3.8 Research procedure

The study begun with the researcher seeking for a formal request from the Department of Psychology for a letter of approval in conducting the research. The letter was then taken to the University of Ghana Ethics Committee (ECH), together with a research proposal and other relevant documents for approval before data collection. After receiving the approval of the ECH, an introductory letter was sought from the Psychology Department, University of Ghana.

The researcher then proceeded to the various departments within University of Ghana to start with the data collection.

In an attempt to protect the rights of students, informed consent was sought by allowing the students who are the same time the participants to append their signature before filling the questionnaire. They were also made aware of the necessary details of the study such as the aims and objectives, benefits and harm (if any) that may be associated with the study both in words and writing with their consent sought before administering the questionnaire. Participants were informed that they were not obliged by the University or the Psychology Department to partake in the study since perceived coercion might to some extent influence the results of the study. Due to this, there would be no form of retribution in situations where by the participants decide to pull out or not to take part in the study. They were also informed about their freedom to withdraw from the study if they so desire to discontinue the process even after they have given their initial consent. Information shared by these participants were deemed as confidential, hence the participants were assured that the data would not be released to any third party without an authorization from them.

Participants were again assured that the ultimate purpose of this study is that of academic purpose. They were also made aware that the only demographics to be used for the study would include age, sex, religion and level of education. Participants were guaranteed that any information released would be kept secured, and the researcher would be held accountable for any leaked information to any third party.

After dealing with all the ethical issues, data was obtained from these students. Each questionnaire took a maximum period of 20 minutes to complete. The questionnaires were administered to the participants during lecture hours in the lecture rooms, tutorial hours at their various departments and also at their various hostels. The researcher, together with her team of

assistants made themselves available to respondents on clarification of issues they had difficulty in understanding. Participants were asked to use pencils only which were given freely by the researcher, and not taken from the participants after completion of the questionnaires. After completion of the questionnaires, they were taken back, scored, coded, and statistically analyzed. Only completed questionnaires retrieved from respondents were analyzed. Scientific integrity was ensured through honest conducting and reporting of research. The researcher again ensured that there was no fabrication of research procedures, materials, and reports of research information in this study.

Prior to the main study, a pilot study was conducted. This pilot study was aimed at establishing the reliability of the instruments designed for the data collection. During the pilot study, the researcher together with her team administered the questionnaires to the participants during tutorial sessions only. They were asked to use pencils which were provided by the researcher and were not collected from the participants after they had completed the questionnaires. In total, 30 participants 15 males and 15 females from level to level 400 took part in the study. The instruments used were (1) Multidimensional Self-Relations Questionnaire, which had a reliability of .66. (2) Media Influence Questionnaire, which had a reliability of .66 (3) Rosenberg Self-esteem Scale, which had reliability of .63. (4) Big Five Inventory, which had reliability of .899. This process was necessitated by the fact that even though these instruments have good reliability values, nuances within the Ghanaian cultural context and the population under study could affect the responses and consequently the reliability of the instruments.

3.9 Ethical Consideration

In accordance with the APA (2002) Ethical Code, this particular study was guided by some ethical principles in the use of humans as participants for research. The ethical

considerations that were highlighted in this study are informed consent, freedom to withdraw, confidentiality and anonymity/privacy.

All respondents were provided with the precise and relevant information regarding the research. This included the purpose of the research for which their assistance is being requested. They were also provided with information on the possible harm if any that may arise from their participation in the research as well as the benefits of the research. The benefits highlighted were not just those that will accrue to them as participants, but also the benefits of the research to the society at large. They were then asked to sign the consent form to partake in this study only after this information have been provided and discussed. Respondents who wanted to withdraw at any point in time during the study were permitted to do so, as such, the signing of the consent form was not used to coerce respondents to complete the study.

One other extremely imperative issue as far as ethics is concerned that was featured in the study was confidentiality and anonymity of respondents' identity as well as their responses. Respondents were given complete assurance of the secrecy of whatever information they were providing to the researcher and her team. For this reason, participants were not required to provide their names but were required to provide other forms of identification, but this information were not communicated to any third party.

3.9 Data Analysis

The data for the study was analyzed using the Statistical Package for Social Sciences (SPSS version 21). The specific statistical tools used to analyze the various hypotheses as presented below:

Hypotheses one was stated that "There will be a significant negative relationship between media influence on body image and body image satisfaction". This was then analyzed using Pearson Moment Correlation (Pearson r). This is because the dependent variable is being

measured on an interval scale and the hypothesis is simply testing the relationship between the two variables.

Hypotheses two and three was analyzed using Multiple Regression Analysis. This is because these hypotheses had more than one predictor and one criterion variable. Also, the hypotheses were simply testing the relationship between the two variables.

Hypotheses four was stated that “males would experience higher levels of self-esteem than females”. This was then analyzed using independent t test. Independent t test was used since the independent variable had two levels and the hypothesis was testing the comparisons existing between the various levels within the independent variable on the dependent variable. Most importantly, the dependent variable was also measured on an interval scale.

CHAPTER FOUR

RESULTS

4.0 Introduction

The study was conducted purposely to investigate the extent to which thin media and personality influence self-esteem and body image satisfaction of University of Ghana undergraduate students. Two-hundred students were used for the quantitative analysis. The Statistical Package for Social Sciences (SPSS) version 21 was used to analyze the data. This chapter further presents preliminary analysis of the data as well as inferential statistics.

4.1 Preliminary Analysis

The preliminary analysis in this study was done in four steps. They consist of normal distribution analysis, reliability analysis, descriptive analysis and correlation matrix using Pearson Product's Moment correlation coefficient.

4.1.1 Normal Distribution

Test of normality was done using the skewness and kurtosis of the scores obtained for the variables in the study. From table 2 below, the skewness and kurtosis fall within the range of -.698 to +1.710. Tabachnick and Fidell (2007) indicate that a data is said to be normally distributed when the values of the variables under study falls within -2 to +2. The range obtained from this study denotes that the data for this study is said to be normally distributed since the values of the skewness and kurtosis fall within -2 to +2.

4.1.2 Reliability Analysis of the Scales

The Cronbach alpha was computed in order to find out the reliability of the scales used in the study. The coefficient of the internal consistency of the various measures are as follows:

Body Image Satisfaction (number of items = 33, α = .952), Self-Esteem (number of items = 10, α = .700), Media Influence on Body Image (number of items = 11, α = .777), Neuroticism (number of items = 8, α = .880), Extraversion (number of items = 7, α = .800) and Openness (number of items = 10, α = .903). George and Mallery (2003) suggest that reliability coefficient above 0.7 is acceptable and above 0.80 is good indicating that the scale is reliable. Hence, the values obtained from the instruments of this study is good and reliable.

4.1.3 Descriptive Analysis

Descriptive statistics of the data was conducted by summarizing the raw data obtained so as to find the mean and standard deviation. The results of the analysis can be obtained from Table 2.0 below.

Table 3: Summary of Descriptive Statistics of Variables in the Study

Variable	Mean	SD	Min.	Max.	Skewness	Kurtosis	Alpha
Self-Esteem	18.36	4.15	10	32	.356	.135	.700

Body Image Satisfac	63.22	20.74	44	138	1.666	1.710	.952
M.I.B.I	56.87	10.69	28	77	.075	-.286	.777
Extraversion	24.33	7.03	9	40	.076	-.243	.800
Openness	21.26	8.94	11	47	.172	.124	.903
Neuroticism	28.93	7.27	13	41	-.276	-.698	.880

N = 200

Satisfac means Satisfaction MIBI means Media Influence on Body Image

From Table 3.0 above, the mean and standard deviation for self-esteem is 18.36 and 4.15 respectively. The minimum and maximum score for self-esteem is 10 and 32 respectively. This mean score for self-esteem indicates that the mean score among the sample is closer to the minimum score. Thus, there is lower levels of self-esteem among the respondents. With respect to media influence on body image the mean and standard deviation is 56.87 and 10.69 respectively whiles the minimum and maximum scores are 28 and 77 respectively. This indicates that the mean score is closer to the maximum score and hence, there is higher levels of media influence on body image among the sample. Conversely, the respective mean and standard deviation for body image satisfaction is 63.22 and 20.74 whereas the minimum and maximum scores are 44 and 138 respectively. The mean score is closer to the minimum score and this implies that there are lower levels of body image satisfaction among the respondents. Also, extraversion had a mean and standard deviation of 24.33 and 7.03 respectively whiles the minimum and maximum scores were 9 and 40 respectively. This also implies that there are average levels of extraversion among the respondents. Furthermore, the respective mean and standard deviation for openness is 21.26 and 8.94 respectively whiles the minimum and maximum scores are 11 and 47 respectively. This indicates that the mean score is closer to the minimum score and hence, there is lower levels of openness among the sample. Finally,

neuroticism had a mean and standard deviation of 28.93 and 7.27 respectively whereas the minimum and maximum scores were 13 and 41 respectively. This also implies that there are higher levels of neuroticism among the respondents.

4.1.4 Inter-correlation Matrix

The Inter-correlation matrix was analyzed using the Pearson Product Moment Correlation and the results are presented in Table 3.0. Inter-correlation matrix was used to ensure that the various independent variables would be related. Table 3.0, further indicated that the independent variables are moderately related, hence, there was no violations of multicollinearity.

Table 4: Inter-correlation Matrix for Study Variables

Variables	1	2	3	4	5	6
1.Self-Esteem	-	.179*	-.274**	.319**	.600**	-.242**

2.Body Image Satisfaction	-	-.485**	.050	.145*	-.063
3.Media Influence on Body Image		-	-.068	-.116	.064
4.Extraversion			-	.096	.090
5.Openness				-	-.146*
6.Neuroticism					-

*Note: * Correlation significant at the 0.05 level, ** Correlation significant at the 0.01 level N = 200*

4.2 Hypotheses Testing

The various hypotheses were analyzed by following the data analysis procedure presented in chapter 3, methodology.

Hypothesis 1: There will be a significant negative relationship between media influence on body image and body image satisfaction.

From table 3.0, Pearson product moment correlation reveals that there is a significant negative relationship between media influence on body image and body image satisfaction. [$r_{(200)} = -.485$, $p < .01$]. Hence the hypothesis that there will be a significant negative relationship between Media influence on body image and body image satisfaction was supported.

Hypothesis 2: There will be a significant negative relationship between media influence on body image and neuroticism on self-esteem.

Table 5: Summary of Multiple Regression for Thin Media and Personality Dimensions on Self-Esteem

	B	*SE*	*β*	*t*	*p*
(Constant)	21.030	2.014		10.440	.000
Thin Media	-.060	.019	-.158	-3.141	.002
Extraversion	.161	.029	.278	5.569	.000
Neuroticism	-.070	.029	-.124	-2.454	.015
Openness	.223	.023	.490	9.600	.000
Agreeableness	-.080	.043	-.103	-1.845	.067
Conscientiousness	-.093	.032	-.165	-2.926	.004

R^2 = .540, F = 37.213,

A multiple regression analysis of the relationship between media influence on body image and neuroticism on self-esteem revealed a significant regression equation [$F_{(6, 190)}$ = 37.213, p <.001] with R^2 of .540. The model made a significant contribution (54%) in explaining the variance in self-esteem. Hence, Media influence on body image significantly predicted self-esteem (β = -.158, p < .01) whereas neuroticism also significantly predicted self-esteem (β = -.124, p < .05). Therefore, the hypothesis that there will be a significant negative relationship between media influence on body image and neuroticism on self-esteem was supported.

Hypothesis 3: There will be a significant positive relationship between extraversion and openness on self-esteem.

From Table 4, the relationship between extraversion and openness on self-esteem revealed a significant regression equation [$F_{(6, 190)}$ = 37.213, p <.001] with R^2 of .540. The model made a significant contribution (54%) in explaining the variance in self-esteem. Hence, extraversion significantly predicted self-esteem (β = .278, p < .001) whereas openness also significantly predicted self-esteem (β = .490, p < .001). It was further noted that

conscientiousness significantly predicted self-esteem in a negative direction (β = -.165, p < .01) whiles agreeableness did not significantly predict self-esteem (β = -.103, p > .05). Therefore, the hypothesis that there will be a significant positive relationship between extraversion, openness, conscientiousness and agreeableness on self-esteem was partially supported.

Hypothesis 4: Openness would mediate the relationship between thin media and body image satisfaction. The above hypothesis was tested using the three-step model suggested by Baron and Kenny (1986) described in the data analysis section.

Table 6: Summary of Regression Analysis for the mediating effect of Openness on the relationship between Thin Media and Body Image Dissatisfaction

Step	Predictor	Criterion	*B*	*SE*	*β*
1	Thin Media	Body Image dissatisfaction	-.94	.12	-.49***
2	Thin Media	Openness	-.10	.06	-.12

3	Thin Media	Body Image dissatisfaction	-.92	.12	-.48**
	Openness		.21	.15	.090

*p<.05, **p<.01, *** p<.001

In step 1 in the table, Body Image Satisfaction was regressed on Thin Media. It was then observed that thin media significantly predicted body image satisfaction (β = -.49, p < .000). At the second step, Openness, the mediator was regressed on thin media. It was observed that thin media did not significantly predicted openness (β = -.12, p > .05). Since the relationship between the independent variable (Thin Media) and the mediator (Openness) was not significant, the hypothesis stating that "Prison Climate will mediate the relationship between Bullying and Psychological Distress" was not supported.

Hypothesis 5: Males would experience higher levels of self-esteem than females

Table 7: Summary of Independent t test comparing gender on self-esteem

	Gender	*N*	*Mean*	*SD*	*df*	*t*	*p*
Self-Esteem	Males	111	18.63	3.97	198	1.050	.295
	Females	89	18.01	4.35			

The results from the table show that the mean difference between male and female students was not statistically significant [$t_{(200)} = 1.050$, $p > .05$]. Therefore, the hypothesis that males would experience higher levels of self-esteem than females was not supported.

4.3 Summary of Findings

Findings from this study indicate that there was a significant negative relationship between Media influence on body image and body image satisfaction. More so, media influence on body image and neuroticism significantly predicted self-esteem. On the other hand, there was a significant positive relationship between extraversion and openness on self-esteem. It was further observed that there was a significant negative relationship between conscientiousness and self-esteem but agreeableness did not significantly predict self-esteem. More so, Openness did not mediate the relationship between thin media and body image satisfaction. Finally, there was no significant difference on self-esteem among male and female undergraduate students.

4.4 Observed Model

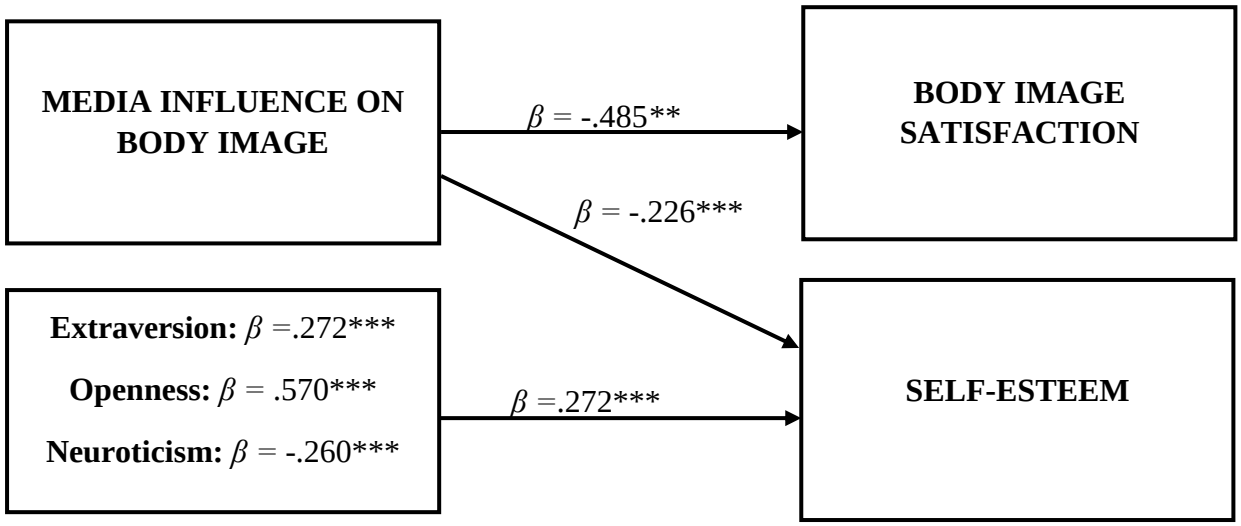

Figure 2: Summary of observed relationship between the study variables

4.5 Description of Observed Model

The model above shows that there was a significant relationship between media influence in body image and self-esteem. Media influence on body image and neuroticism significantly predicted self-esteem negatively. Extraversion and openness on the other hand, significantly predicted self-esteem positively.

CHAPTER FIVE

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.0 Introduction

The aim of the study was to investigate the effects of thin media and personality dimensions on self-esteem and body image satisfaction among University of Ghana undergraduate students. The above aim was investigated by examining relationship between thin media and body image satisfaction. The extent to which thin media influence self-esteem was also examined. The study also examined the relationship existing between personality

dimensions and self-esteem. The study also investigated the mediating role of openness on the relationship between self-esteem and body image satisfaction. The findings from the data analysis were discussed with reference to culturally relevant factors, theories and related studies. The practical implications of these findings were also discussed. The limitations and recommendations for future studies have also been presented in this chapter. The chapter ends with a conclusion which highlights the issues captured in the study.

5.1 Discussion on the relationship between thin media and body image satisfaction

Consistent with the hypothesis of the study, it was found that thin media negatively influenced body image satisfaction. The findings of the study indicate that when young adults and adolescence are exposed to media images they tend to conform to the ideal body shapes that are being presented in magazine, newspapers and television. Viewers of such ideal images begin to assess and compare their actual body shapes and sizes with those ideals. The media increasingly portrays a lean and a highly muscular body shape for men, with narrow waist and hips. When these individuals compare their actual shape with their ideal shape, it imprints in their minds to strive hard to attain such shape and end up becoming dissatisfied with their actual shape.

The findings of the work resonate with the work of McCabe et al (2007) which observed that both male and female are influenced by body shapes and sizes depicted by the media as the perfect body shape. The researchers suggested in addition to their findings that the media predicted men and women's ideal chest and waist. About 70% women agreed that media gave them the impression that they should lose weight through exercising and eating less. In the case of men about 70% also agreed that media gave them the impression to be muscular. Again the findings of the work are consistent with the work of Tiggeman and Mcgill (2004). They suggested that viewing ideal female images did lead to increased negative mood and body

dissatisfaction. The researchers also found that body-part images elicited just as much social comparison and produced as much negative affect body dissatisfaction as full –body advertisements. Barlette, Vowels and Saucier (2008) also had findings that connoted with this study. They found that there was pressure from the mass media which was related to negative self-image attainment. Positive effect size also indicated that pressure from the mass media was related to positive self-image attainment.

One theory that can clarify how thin media can negatively influence body image is the social comparison theory. This theory states that people may compare themselves to others who are slightly better than them in order to enhance their motivation to improve a particular element of their body. According to this theory, people innately compare themselves with others in order to help them to determine self-characteristics and attributes, which may include physical appearance. On that note, social comparison may cause an increase in satisfaction because people see improvements and become motivated.

5.2 Thin media, Neuroticism, Self-esteem

Another major hypothesis of the study was to investigate whether there would be a negative relationship between thin media and neuroticism on self-esteem. This hypothesis was also supported by data. This indicates that thin media promotes a certain physical image of males and females through commercial advertisements, magazines and televisions. Hence messages from these magazines, and television outlets are particularly harmful due to the fact that ideals of bodily desirability portrayed are sometimes intransigent and may not be achievable by every individual. Body image was affected due to the way the media portrays the ideal body type which results in negative self-evaluations (Grabe, Ward & Hyde, 2008). Now, the dissatisfied body image would therefore bring about negative psychological malfunctions, poor quality of

life and low self-esteem. When individuals believe that they are inadequate and less worthy than others after their exposure to thin media, they develop a sense of negative feeling of low self-esteem (Juth, Smyth & Santuzzi, 2008). Thus, the higher the self-esteem, the more positive the body image. While the lower the self-esteem, the more negative the body image would be. One's personality refers to the total quality of one's attitudes or interests in one's manner of acting. Personality dimensions widely used include Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism. Neuroticism refers to the degree to which a person responds to stress. Neurotics are mostly characterized by insecurity, mood, sad, self-pitying and low self-esteem. Findings of MacNeill, Best and Davis (2017) are consistent with my hypothesis. According to their findings, personality factors were found to be to be related significantly to the experience of body dissatisfaction in both males and females. Some personality factors also contributed to predict males to score high on neuroticism and low on conscientiousness. Females also scored high on neuroticism beyond the influence of Body Mass Index. Another study that supports this hypothesis is that of Sushma, Kumar and Batra (2015). The researchers found that there was a significant positive correlation between personality dimensions and self-esteem. This result indicated that there was a positive correlation between self-esteem and openness verses closeness to experience traits. But there were also negative correlations between neuroticism versus emotion stability in males. Again, significant correlation existed between self-esteem and extravert personality of the participants. Also, with regards to Neuroticism type of personality and self-esteem of the youth, there is no significant correlation existing between them (Kenneth, 2014)

5.3 Personality and self-esteem

Another hypothesis of the study was to investigate whether there was a significant positive relationship between extraversion and openness on self-esteem. This hypothesis was also supported. This hypothesis indicates that there is a positive relationship between

personality and self-esteem. A research has demonstrated that self-esteem is strongly rooted in basic dimensions of personality, such as the "Big Five". Self-esteem has been found to be positively correlated with each of the big five. On the contrary, empirical associations between neuroticism, extraversion and explicit self-esteem are quite strong. Self-esteem correlates negatively with neuroticism and positively with extraversion. Thus, there is evidence to attest to the fact that individuals who happened to be outgoing and easily express their views are known to have self-esteem.

This hypothesis was supported by the findings of Sushma, Kumar and Batra (2015) who conducted a study to examine the comparison and correlation between the personality and self-esteem among youth of Rohtak, Haryana. Their findings indicated that there was a significant positive correlation between personality dimensions and self-esteem. This result indicated that there was positive correlation between self-esteem and openness versus closeness to experience traits. While there was a negative correlation between neuroticism versus emotion stability in males. Another study that supports this hypothesis is Kenneth (2014) who conducted a study to investigate the correlation of self-esteem with that of personality type of youth, both boys and girls. Findings from the study indicated that there was a significant correlation between self-esteem and extravert personality of the participants. Also, with regards to Neuroticism type of personality and self-esteem of the youth, there's no significant correlation existing between them.

5.4 Relationship between thin media, openness and body image dissatisfaction

It was hypothesized that openness would mediate the relationship between thin media and body image satisfaction. The data generated indicates that this hypothesis was not supported. Openness did not mediate the relationship between thin media and body image dissatisfaction probably due to the fact that other variables played a significant role in explaining the relationship. Thus, thin idealization could be one of the major factor which

could play a significant role in explaining this relationship. Thin idealization relates to the extent to which individuals buys into the messages portrayed by the media as the ideal body shape. Hence, whenever these students watch and listens to the media's messages of an ideal body shape they have a high tendency to have strong beliefs in it and this transforms their mindset to become dissatisfied with their current body shape. These students probably begin to make comparisons with their peers and models whom are presumed to possess these ideal body shape. Other students tend to make conscious attempts to do regular exercises and also restrict their diets in order to achieve these ideal body shapes. This finding that openness did not predict body image dissatisfaction is in line with MacNeil, Best and Davis (2017) findings that extraversion and openness did not predict body image dissatisfaction. This implies that those who are open to various views tend to have a belief that there are various

5.5 Limitations of the study

The current research had some short comings which must be taken into consideration when evaluating the conclusions. Firstly, the individuals who participated in the research was undergraduate male and female students. The research neglected the use of postgraduate students which could affect the findings of the study. Neglecting postgraduate students limit one from making comparative analysis.

Secondly, a potential shortcoming to consider is the use of self-report measures. Which are susceptible to subjective biases. Participants may have overstated or have been too embarrassed to reveal some of the details they may have considered private.

Again, another limitation has to do with the generalization of the study. Since the study was conducted among students within University of Ghana only, limitation has to do with the generalizability of this study. The participants do not represent the entire population hence there should be a caution in generalizing the findings.

Lastly, the use of only quantitative method may have acted as a limitation to this research. Solely reliance on quantitative method limits the scope of the research. It would therefore be more appropriate to include qualitative method to explore wider grounds of this topic area.

5.6 Recommendations for Future Studies

The first recommendation to future studies is that because thin media will invariably affect body image dissatisfaction and severely bring about distortions in eating habits, depression, it would be essential to investigate coping mechanisms that help them cushion against impacts of thin media and personality dimensions on self-esteem and body image dissatisfaction.

Future researchers are entreated to use a longitudinal design in studying these variables. Despite issues of attribution that is often cited as a major limitation to the use of longitudinal design, it would permit follow-up studies which would help researchers determine the consistencies in the responses provided by the participants. Hence longitudinal study would have been the desirable approach to investigate the impact of age on thin media's influence on body image dissatisfaction over the time period. Future researchers are also entreated to use a longitudinal design in studying these variables.

The scope or coverage of the study should be expanded to include other methods like qualitative research method. This would help in capturing in-depth experiences of thin media and body image satisfaction among the sample.

Finally, future studies should endeavor to include potential variables such as level of education and age when making attempt to replicate this study. These variables have influence on mental health of individuals and must therefore be considered as a mediating role on the relationship between thin media and body image dissatisfaction.

5.7 Recommendations for Future Practice

The findings have implications in that an increased awareness f youth exposure to thin media and its potential health risks may likely lead to both physical and psychological health promotion, body dissatisfaction awareness schemes within schools, homes, media institutions. The study showed that frequent exposure to television, magazines, advertisements, bill boards primarily leads to psychological distress such as depression, anxiety and low self-esteem. Preventive measures and strategies must be developed so as to aid and boost positive body image satisfaction and self-esteem among young adults. Mostly, these young adults may require therapeutic and creative techniques so that positive body image can be inculcated in them in order to enable them to contribute effectively and positively to the society. This would also go a long way to enable them to become contented with who they are and not only what the society wants them to be. These young adults get torn between their own actual body image and their perceived body image, and its results is often an overwhelming one. There is therefore the need for parents to understanding the relevance of modeling good eating habits during childhood. Again, despite the fact that parents strive to meet all the basic human needs, they also need to successfully meet some key needs such as emotional, intellectual and physical needs of the children so that they can grow up and develop healthy body images and positive self-esteem.

Furthermore, based on the prevalence of dissatisfaction with one's body image, strategies and structures must be put in place to build positive body image and high self-esteem. The Ministry of Gender, Children and Social Protection in Ghana will have to give equal value to other important aspects of both young adults and adolescents, which may come in the form of personality and inner strengths, which along with body image, contribute to one's overall self-image.

Findings of the study has revealed that both men and women have not only identified with images portrayed in the media, but have also recognized that these media have helped to shape how they come about to see themselves, and their relationship with others as well as the world. The school is an imperative place for the social development of young adults. Therefore, educational goals should not only include teaching of the school's curriculum but also to help young adults to cope with their social, physical and psychological problems.

Fundamentally, parents, educators and counsellors should be made aware that body image dissatisfaction is also associated with low self-esteem, obsessive thinking about one's weight and appearance.

5.8 Conclusion

The purpose of the study was to explore thin media and personality dimensions' influence on self-esteem and body image dissatisfaction, on both men and women. We live in an era in which body shape and body size obsession has become the norm of the day and many young adults have adversely identified with. This current research has discussed the issue of body image and the relevance on both mental and physical well-being. Media is seen as the core risk factor for negative body image for men and women, and most studies have confirmed that this has led to negative self -perception, unhealthy eating behaviors and negative emotional states.

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APPENDICES

APPENDIX I

UNIVERSITY OF GHANA
ETHICS COMMITTEE FOR THE HUMANITIES (ECH)
P. O. Box LG 74, Legon, Accra, Ghana

My Ref. No.....

1st November, 2017

Ms. Victoria Tabiri Asare
Department of Psychology
University of Ghana
Legon

Dear Ms. Asare,

ECH 047/17-18: EFFECT OF THIN MEDIA PERSONALITY TYPES ON SELF-ESTEEM AND BODY IMAGE DISSATISFACTION AMONG UNIVERSITY STUDENTS

This is to advise you that the above reference study has been presented to the Ethics Committee for the Humanities for a full board review and the following actions taken subject to the conditions and explanation provided below:

Expiry Date:	31/05/18
On Agenda for:	Initial Submission
Date of Submission:	18/09/17
ECH Action:	Approved
Reporting:	Quarterly

UG/ISSER/ECH VALID UNTIL 31 MAY 2018 APPROVED DOCUMENT

Please accept my congratulations.

Yours Sincerely,

Rev. Prof. J. O. Y. Mante
ECH Chair

CC: Dr. Maxwell Asumeng, Department of Psychology, University of Ghana.

Tel: +233-303933866 Email: ech@ug.edu.gh | ech@isser.edu.gh

APPENDIX II

Dear Prospective Participant,

I would be grateful if you could spend some time to complete this questionnaire. I am a graduate student of the University of Ghana pursuing a course leading to the award of a Master of Philosophy (MPhil) in Social Psychology. To achieve this, I am conducting a research on the effect of thin media and personality types on self-esteem and body image dissatisfaction. Your contribution through honest completion of this questionnaire would be extremely appreciated. Confidentiality is assured (**no names required**) and information provided would be used strictly for academic purposes. There is no right or wrong answer! Kindly sign (**Again Your name is not required**) if you have agreed to take part in this study……I would be grateful if you could spend some time to complete this questionnaire.

PART ONE: SECTION ONE

DEMOGRAPHIC INFORMATION

Please answer the following by filling in the blank space

1. Age (1) 18-20 years [ ] (2) 21-23 years [ ] (3) 24 years and above [ ]
2. Sex (1) Male [ ] (2) Female [ ]

3.Level in school

100 [ ] 200 [ ] 300 [ ] 400 [ ]

4. Religion (1) Christian [ ] (2) Muslim [ ] (3) Traditionalist [ ]

(4) Other(Specify) ……..

SECTION TWO

MULTIDIMENSIONAL BODY-SELF RELATIONS QUESTIONNAIRE - APPEARANCE SCALES

Using the following scale, indicate your level of agreement with each of the following:

1= Definitely Disagree **2= Mostly Disagree** **3= Neither Disagree nor Agree**

4= Mostly Agree **5= Definitely Agree**

1. Before going out in public, I always mind how I look.	**1**	**2**	**3**	**4**	**5**
2. I am careful when buying clothes that will make me look my best	**1**	**2**	**3**	**4**	**5**
3. My body is sexually appealing	**1**	**2**	**3**	**4**	**5**
4. I constantly worry about being or becoming fat	**1**	**2**	**3**	**4**	**5**
5. I like my looks just the way they are	**1**	**2**	**3**	**4**	**5**
6. I check my appearance in a mirror whenever I can	**1**	**2**	**3**	**4**	**5**
7. Before going out, I usually spend a lot of time getting ready	**1**	**2**	**3**	**4**	**5**
8. I am very conscious of even small changes in my weight	**1**	**2**	**3**	**4**	**5**
9. I like the way I look without my clothes on	**1**	**2**	**3**	**4**	**5**
10. I am self-conscious if my grooming isn't right	**1**	**2**	**3**	**4**	**5**
11. I usually wear whatever is handy without caring how it looks on me	**1**	**2**	**3**	**4**	**5**
12. I like the way my clothes fit me	**1**	**2**	**3**	**4**	**5**
13. I don't care what people think about my appearance	**1**	**2**	**3**	**4**	**5**
14. I take special care with my hair grooming	**1**	**2**	**3**	**4**	**5**
15. I dislike my physique	**1**	**2**	**3**	**4**	**5**
16. It is important that I always look good	**1**	**2**	**3**	**4**	**5**
17. I use very few grooming products	**1**	**2**	**3**	**4**	**5**
18. Most people would consider me good-looking	**1**	**2**	**3**	**4**	**5**
19. I am physically unattractive	**1**	**2**	**3**	**4**	**5**
20. I never think about my appearance	**1**	**2**	**3**	**4**	**5**
21. I am always trying to improve my physical appearance	**1**	**2**	**3**	**4**	**5**

22. I am on a weight-loss diet	**1**	**2**	**3**	**4**	**5**
23. I have tried to lose weight by fasting or going on crash diets	**1**	**2**	**3**	**4**	**5**

Use this scale range to indicate the extent to which you assess your body weight.

24. From looking at me, most other people would think I am:

3. Very Underweight 2. Somewhat Underweight 3. Normal Weight

4. Somewhat Overweight 5. Very Overweight

Use this 1 to 5 scale to indicate how dissatisfied or satisfied you are with each of the following areas or aspects of your body:

1= Very Dissatisfied 2= Mostly Dissatisfied 3= Neither Dissatisfied nor Satisfied 4= Mostly Satisfied 5= Very Satisfied

25. Face (facial features, complexion)	**1**	**2**	**3**	**4**	**5**
26. Hair (color, thickness, texture)	**1**	**2**	**3**	**4**	**5**
27. Lower torso (buttocks, hips, thighs, legs)	**1**	**2**	**3**	**4**	**5**
28. Mid torso (waist, stomach)	**1**	**2**	**3**	**4**	**5**
29. Upper torso (chest or breasts, shoulders, arms)	**1**	**2**	**3**	**4**	**5**
30. Muscle tone	**1**	**2**	**3**	**4**	**5**
31. Weight	**1**	**2**	**3**	**4**	**5**
32. Height	**1**	**2**	**3**	**4**	**5**
33. Overall appearance	**1**	**2**	**3**	**4**	**5**

Rosenberg Self-Esteem Scale

Please indicate if you are male or female: M/F

Below is a list of statements dealing with your general feelings about yourself. If you strongly agree, circle SA. If you agree with the statement, circle A. If you disagree, circle D. If you strongly disagree, circle SD.

1. On the whole, I am satisfied with myself.	**SA**	**A**	**D**	**SD**
2. At times, I think I am no good at all	**SA**	**A**	**D**	**SD**
3. I feel that I have a number of good qualities	**SA**	**A**	**D**	**SD**
4. I am able to do things as well as most other people	**SA**	**A**	**D**	**SD**
5. I feel I do not have much to be proud of	**SA**	**A**	**D**	**SD**
6. I certainly feel useless at times	**SA**	**A**	**D**	**SD**
7. I feel that I'm a person of worth, equal to others	**SA**	**A**	**D**	**SD**
8. I wish that I could have more respect for myself	**SA**	**A**	**D**	**SD**
9. All in all, I am inclined to feel that I am a failure	**SA**	**A**	**D**	**SD**
10. I take a positive attitude toward myself	**SA**	**A**	**D**	**SD**

Media Influence on Social Attitudes Regarding Weight and Body Shape:

Please indicate your level of agreement with the following statements, where 1 is strongly disagree, 2 is disagree, 3 is slightly disagree, 4 is neutral , 5 is slightly agree, 6 is agree and 7 is strongly agree.

1. I like to read fashion magazines that feature Thin models	**7**	**6**	**5**	**4**	**3**	2	**1**
2. I like to watch fashion shows on TV that feature thin models.	**7**	**6**	**5**	**4**	**3**	2	**1**
3. When I see a picture of a female model or actress, I pay attention to her body shape	**7**	**6**	**5**	**4**	**3**	2	**1**
4. I like to watch entertainment shows featuring thin Celebrities	**7**	**6**	**5**	**4**	**3**	2	**1**
5. I like to browse in malls and pay attention to the latest fashions	**7**	**6**	**5**	**4**	**3**	2	**1**
6. If I could afford it, I would like to go to New York fashion shows	**7**	**6**	**5**	**4**	**3**	2	**1**
7. I like to watch award shows on TV and admire the admire the clothes worn by famous female stars	**7**	**6**	**5**	**4**	**3**	2	**1**
8. I like to watch exercise/fitness videos and shows on TV featuring well toned women.	**7**	**6**	**5**	**4**	**3**	2	**1**
9. I like to watch movies with famous actresses	**7**	**6**	**5**	**4**	**3**	2	**1**
10. I like to watch videos on MTV with popular music Stars	**7**	**6**	**5**	**4**	**3**	2	**1**

Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement

Disagree Strongly	**Disagree a little**	**Neither agree nor disagree**	**Agree a little**	**Agree Strongly**
1	**2**	**3**	**4**	**5**

I see Myself as Someone Who...

____1. Is talkative

___ 2. Tends to find fault with others

____3. Does a thorough job

____4. Is depressed, blue

____5. Is original, comes up with new ideas

____6. Is reserved

____23. Tends to be lazy

____24. Is emotionally stable, not easily upset

____25. Is inventive

____26. Has an assertive personality

____27. Can be cold and aloof

____28. Perseveres until the task is finished

____7. Is helpful and unselfish with others
____8. Can be somewhat careless
____9. Is relaxed, handles stress well
____10. Is curious about many different things
____11. Is full of energy
____12. Starts quarrels with others
____13. Is a reliable worker
____14. Can be tense
____15. Is ingenious, a deep thinker
____16. Generates a lot of enthusiasm
____17. Has a forgiving nature
____18. Tends to be disorganized
____19. Worries a lot
____20. Has an active imagination
____21. Tends to be quiet
____22. Is generally trusting

____29. Can be moody
____30. Values artistic, aesthetic experiences
____31. Is sometimes shy, inhibited
____32. Is considerate and kind to almost everyone
____33. Does things efficiently
____34. Remains calm in tense situations
____35. Prefers work that is routine
____36. Is outgoing, sociable
____37. Is sometimes rude to others
____38. Makes plans and follows through with them
____39. Gets nervous easily
____40. Likes to reflect, play with ideas
____41. Has few artistic interests
____42. Likes to cooperate with others
____43. Is easily distracted
____44. Is sophisticated in art, music, or literature

APPENDIX III

REGRESSION OUTPUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.735[a]	.540	.526	2.81112	.540	37.213	6	190	.000

a. Predictors: (Constant), CONSCIENTIOUSNESS, EXTRAVERTION, TOTAL_MEDIA, NEUROTICISM, OPENNESS, AGREEABLENESS

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1764.432	6	294.072	37.213	.000[b]
	Residual	1501.457	190	7.902		
	Total	3265.888	196			

a. Dependent Variable: TOTAL_SELF_ESTEEM

b. Predictors: (Constant), CONSCIENTIOUSNESS, EXTRAVERTION, TOTAL_MEDIA, NEUROTICISM, OPENNESS, AGREEABLENESS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.030	2.014		10.440	.000
	TOTAL_MEDIA	-.060	.019	-.158	-3.141	.002
	EXTRAVERTION	.161	.029	.278	5.569	.000
	NEUROTICISM	-.070	.029	-.124	-2.454	.015
	OPENNESS	.223	.023	.490	9.600	.000
	AGREEABLENESS	-.080	.043	-.103	-1.845	.067
	CONSCIENTIOUSNESS	-.093	.032	-.165	-2.926	.004

a. Dependent Variable: TOTAL_SELF_ESTEEM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.485[a]	.236	.232	18.17447	.236	61.064	1	198	.000

a. Predictors: (Constant), TOTAL_MEDIA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20170.101	1	20170.101	61.064	.000[b]
	Residual	65401.654	198	330.311		
	Total	85571.755	199			

a. Dependent Variable: TOTAL_MULTI

b. Predictors: (Constant), TOTAL_MEDIA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	116.798	6.976		16.742	.000
	TOTAL_MEDIA	-.942	.121	-.485	-7.814	.000

a. Dependent Variable: TOTAL_MULTI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.116[a]	.013	.008	8.89915	.013	2.690	1	197	.103

a. Predictors: (Constant), TOTAL_MEDIA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.021	1	213.021	2.690	.103[b]
	Residual	15601.391	197	79.195		
	Total	15814.412	198			

a. Dependent Variable: OPENNESS

b. Predictors: (Constant), TOTAL_MEDIA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.768	3.416		7.835	.000
	TOTAL_MEDIA	-.097	.059	-.116	-1.640	.103

a. Dependent Variable: OPENNESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.494[a]	.244	.236	18.17046	.244	31.562	2	196	.000

a. Predictors: (Constant), OPENNESS, TOTAL_MEDIA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20841.424	2	10420.712	31.562	.000[b]
	Residual	64712.475	196	330.166		
	Total	85553.899	198			

a. Dependent Variable: TOTAL_MULTI

b. Predictors: (Constant), OPENNESS, TOTAL_MEDIA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	111.171	7.989		13.916	.000
	TOTAL_MEDIA	-.922	.121	-.475	-7.592	.000
	OPENNESS	.210	.145	.090	1.445	.150

a. Dependent Variable: TOTAL_MULTI