



Changing bodies: how visual media drive body ideals across development and across cultures

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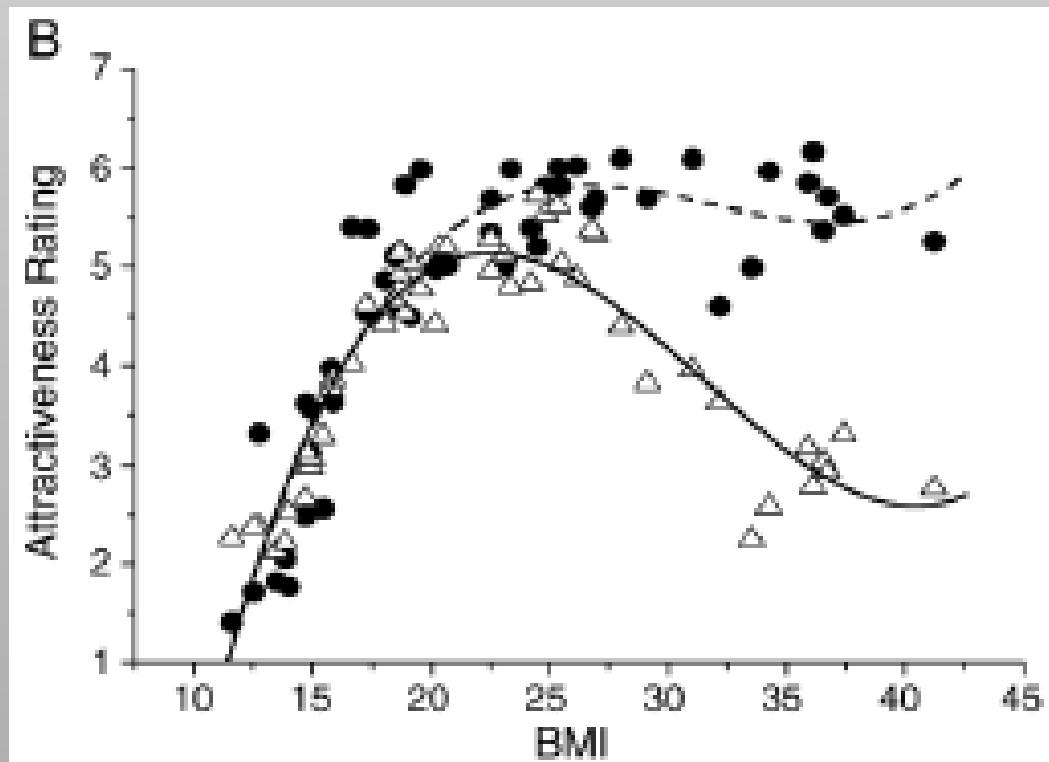
Cross-cultural variation



“When she is fat, she'll be a
beautiful woman”

Does changing culture change our ideals?

Tovee et al (2006)

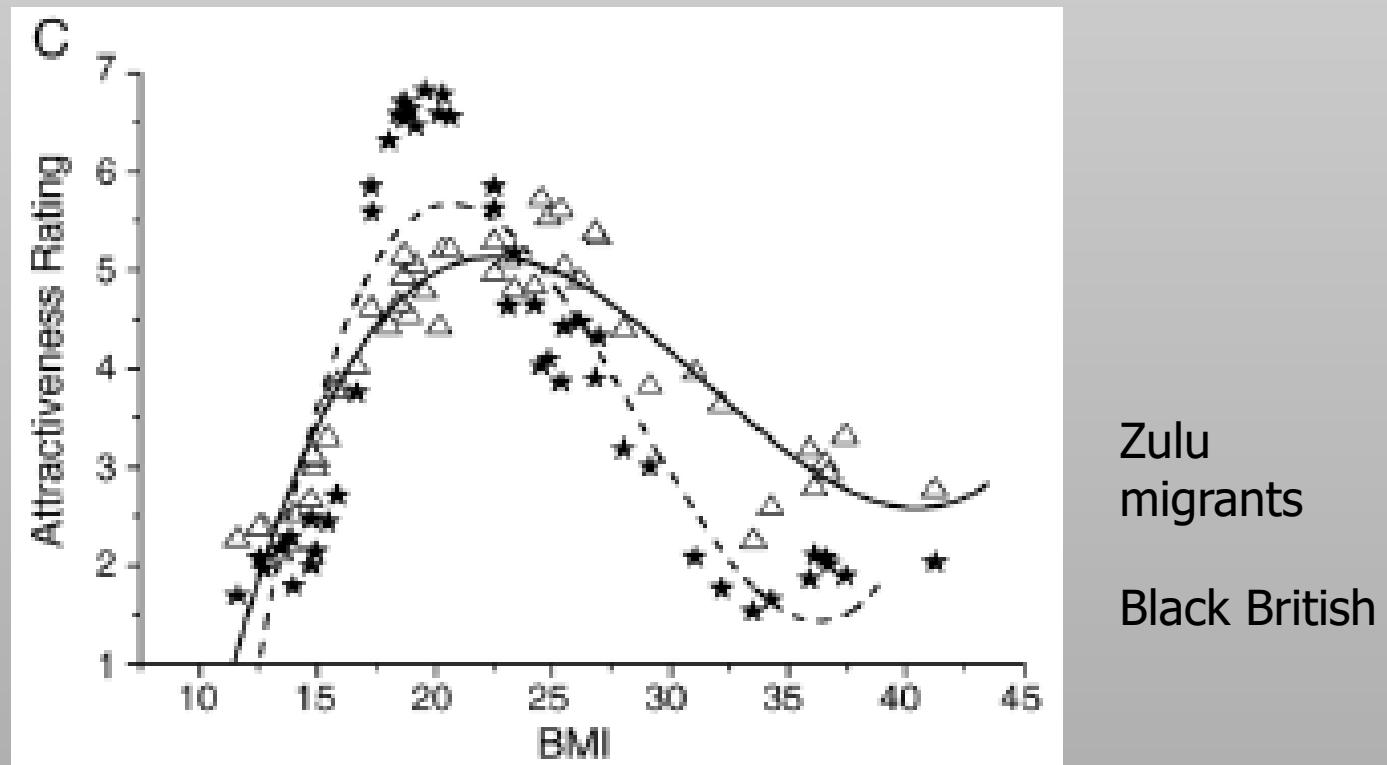


Zulus in SA

Zulu
migrants

Does changing culture change our ideals?

Tovee et al (2006)



Visual diet

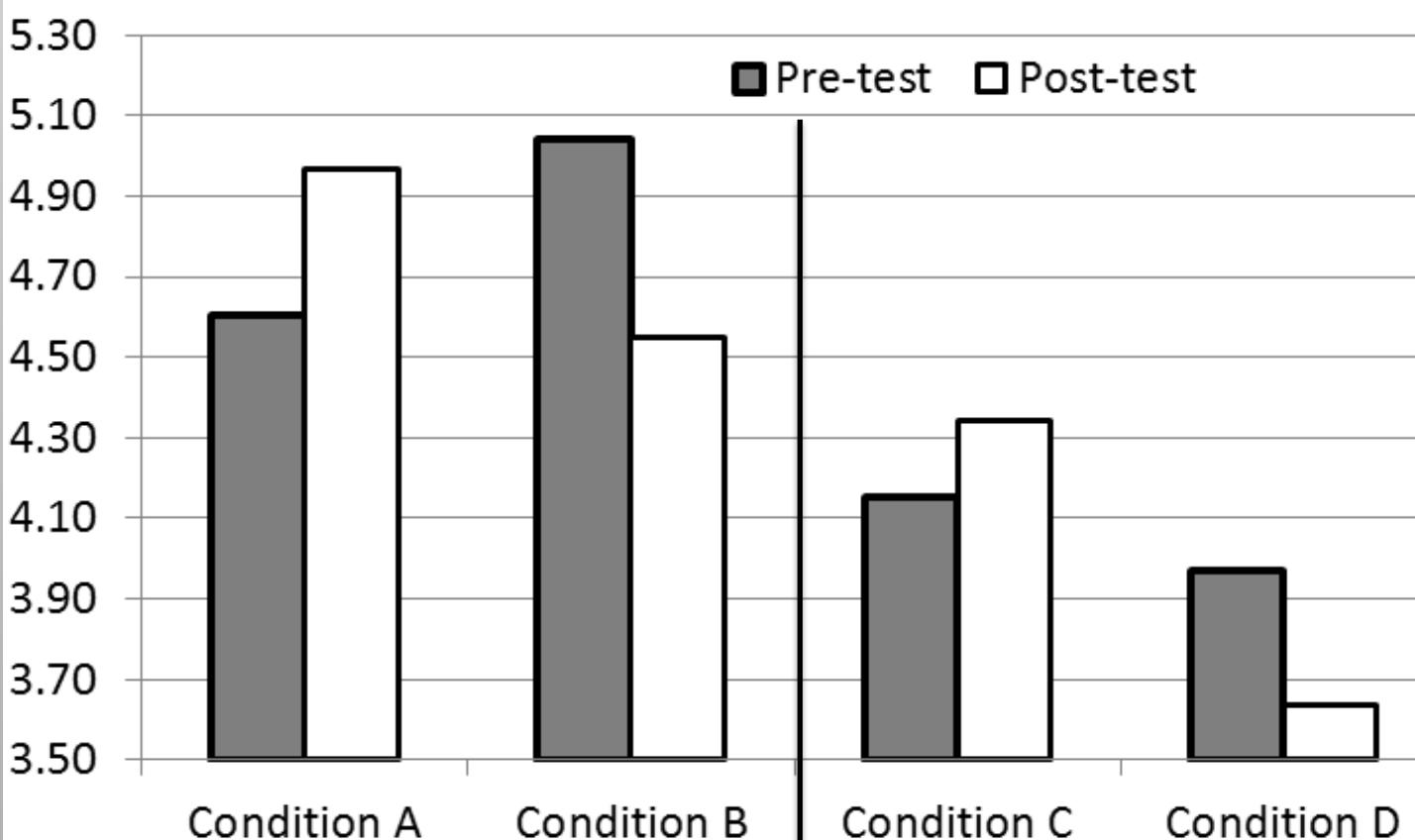
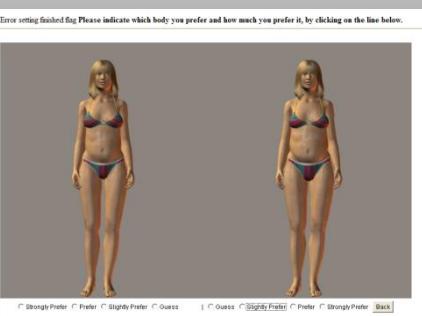
Boothroyd et al (2012) *PLoS One*



Visual diet

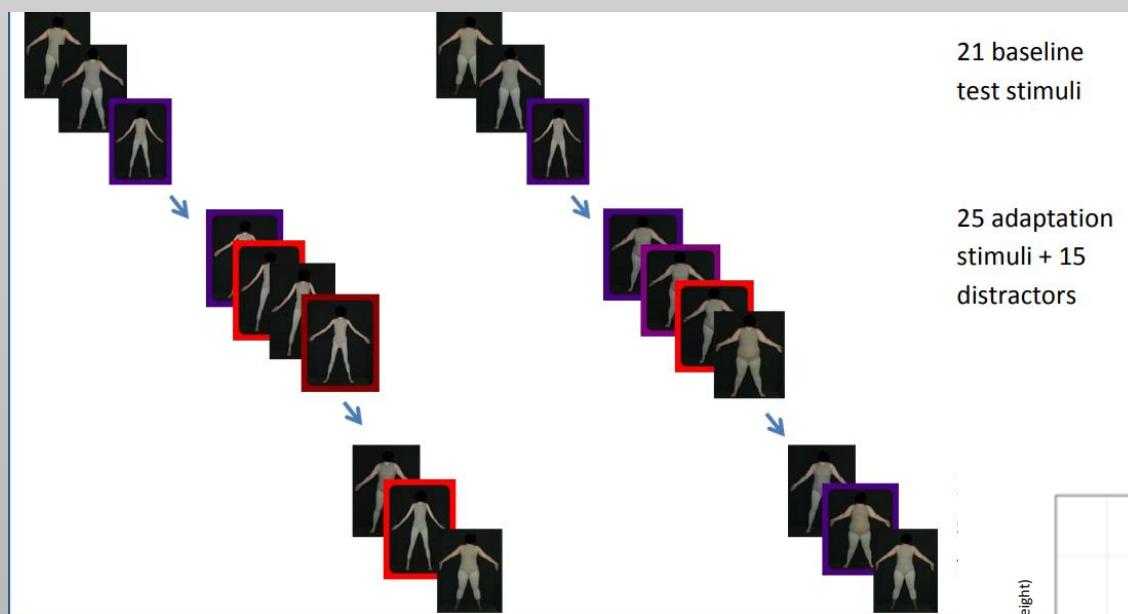
Boothroyd et al (2012) *PLoS One*

Preference for thinness



Visual diet

Batish et al (pre-print) *PsyArxiv*



- 42 11-12yos;
- 61 14-15 yos;
- 83 students

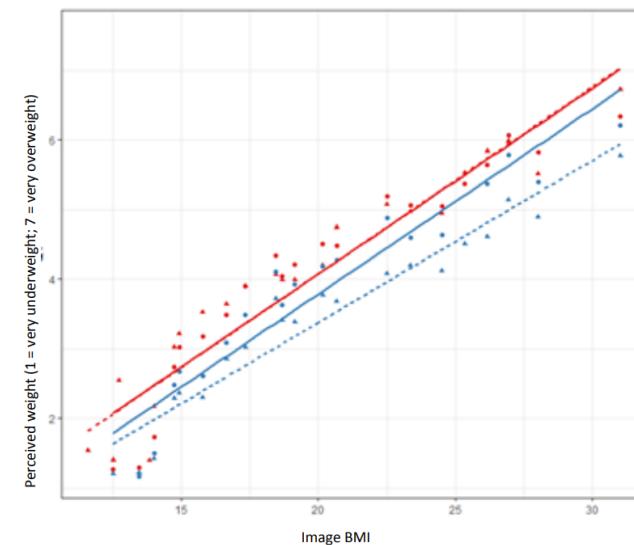
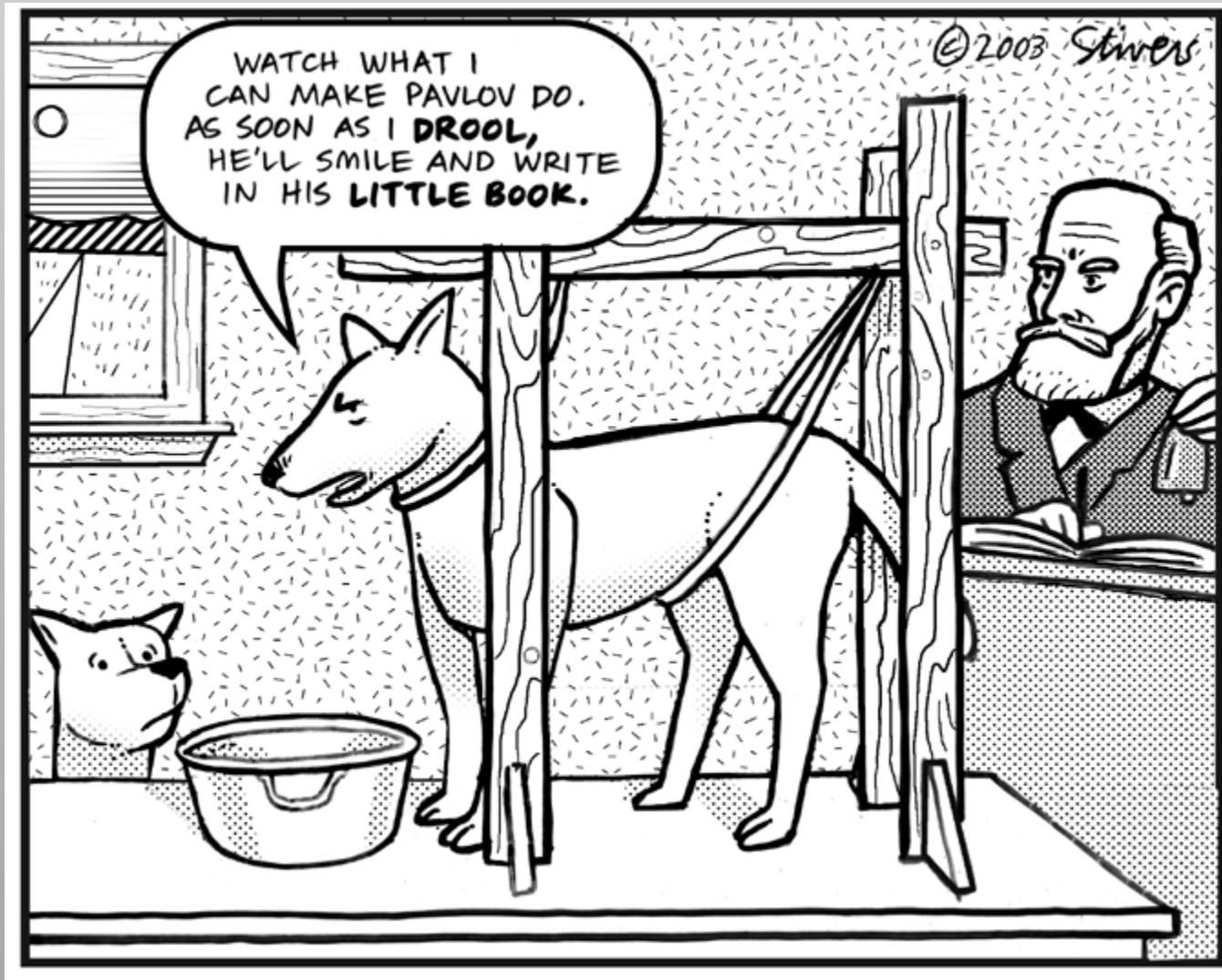


Figure 2. Mean weight rating given to each test image at pre- and post-test for each group. Those adapted to thin bodies are shown in red, those adapted to larger bodies are shown in blue. Pre-test data indicated by circles and solid regression line; post-test data indicated by triangles and dashed regression line.

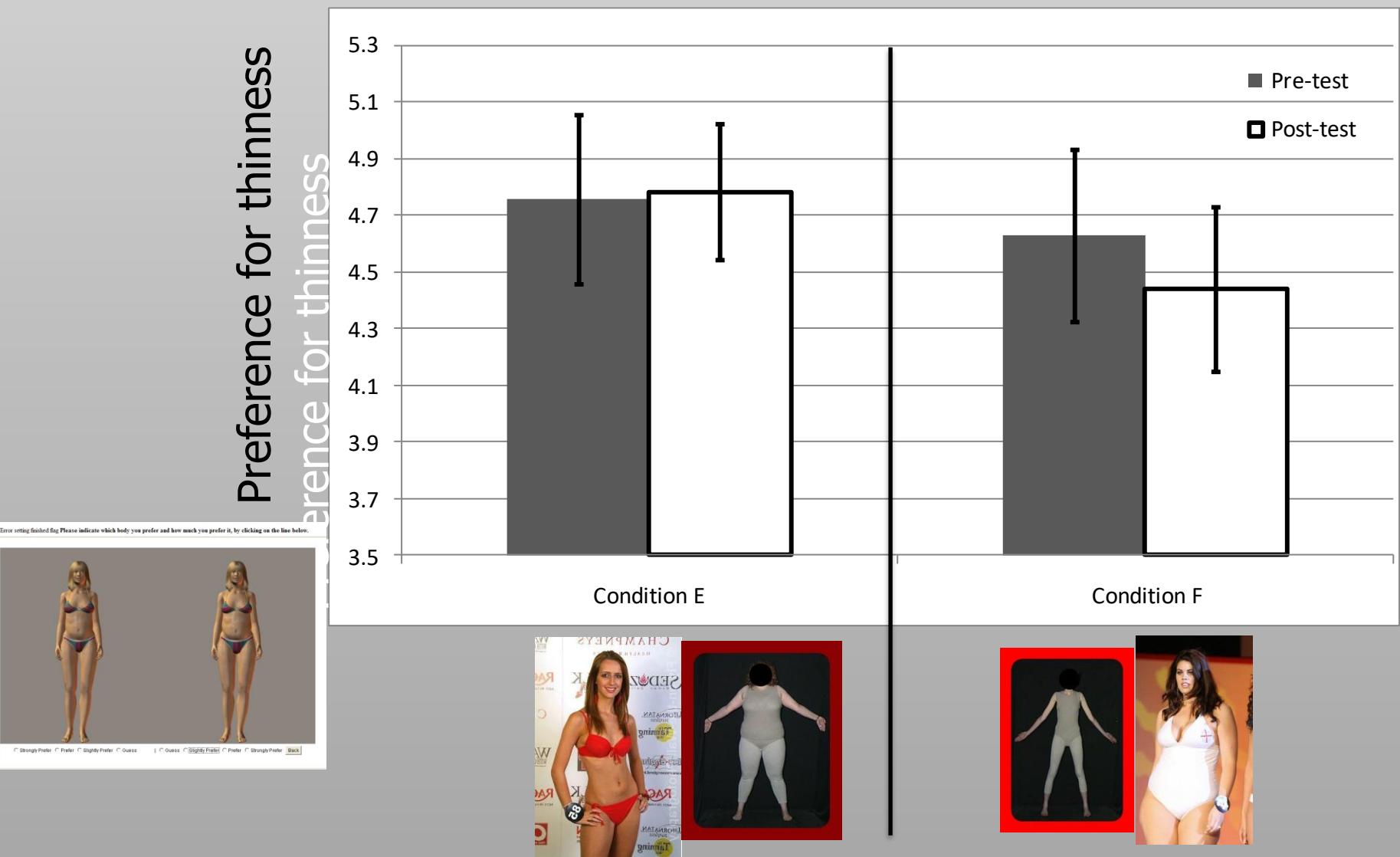
Associative learning

Boothroyd et al (2012) *PLoS One*



Associative learning

Boothroyd et al (2012) *PLoS One*

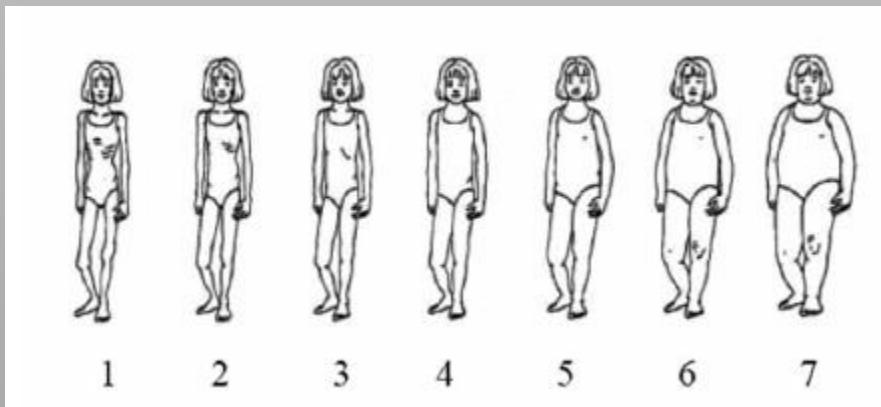


So what real world risk factors are there?



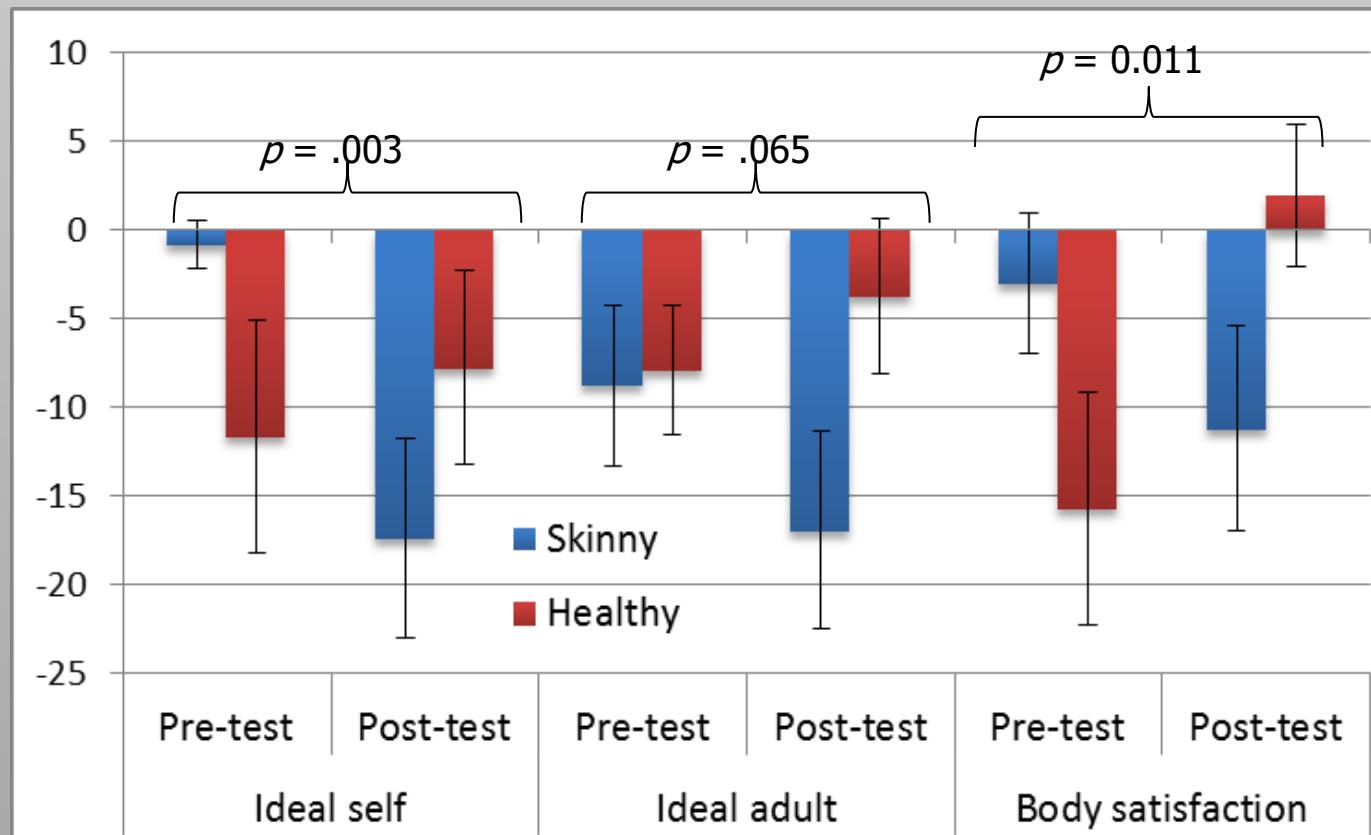
Dolls and Body Image

- Dittmar et al. (2006)
 - Effects of images on 5yos
 - No effect by 8 years



Dolls and Body Image

- Boothroyd et al (2021) – 35 girls aged 5-9



Dolls and Body Image



Body Image

Volume 37, June 2021, Pages 172-180



Can realistic dolls protect body satisfaction in young girls?

Lynda G Boothroyd ^a , Martin J Tovée ^b , Elizabeth H Evans ^c

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Body Image

Volume 18, September 2016, Pages 78-85



The impact of doll style of dress and familiarity on body dissatisfaction in 6- to 8-year-old girls

Rebecca D. Jellinek ^a , Taryn A. Myers ^b , Kathleen L. Keller ^{c, d}

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Body Image

Volume 19, December 2016, Pages 142-149



Exposure to Barbie: Effects on thin-ideal internalisation, body esteem, and body dissatisfaction among young girls

Karlie Rice ^a , Ivanka Prichard ^b , Marika Tiggemann ^a , Amy Slater ^c

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<https://doi.org/10.1016/j.bodyim.2016.09.005>

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Does Barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5- to 8-year-old girls.

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Dittmar, H., Halliwell, E., & Ivey, S. (2006). Does Barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5- to 8-year-old girls. *Developmental Psychology, 42*(2), 283–292. <https://doi.org/10.1037/0012-1649.42.2.283>

[Correction Notice: An erratum for this article was reported in Vol 42(6) of *Developmental Psychology* (see record 2006-20488-033). A substantive error occurs in the *Body shape dissatisfaction* section on page 287. The sentence describing the calculation of body shape dissatisfaction scores from girls' responses to the Child Figure Rating Scale should instead read as

Original Articles

Watching your weight? The relations between watching soaps and music television and body dissatisfaction and restrained eating in young girls

Doeschka Anschutz , Rutger Engels, Jan Van Leeuwe & Tatjana van Strien

Pages 1035-1050 | Received 18 Dec 2007, Accepted 06 May 2008, Published online: 27 Oct 2009

Download citation <https://doi.org/10.1080/08870440802192268>

TV access and body preferences in Nicaragua





Dr Jean-Luc Jucker

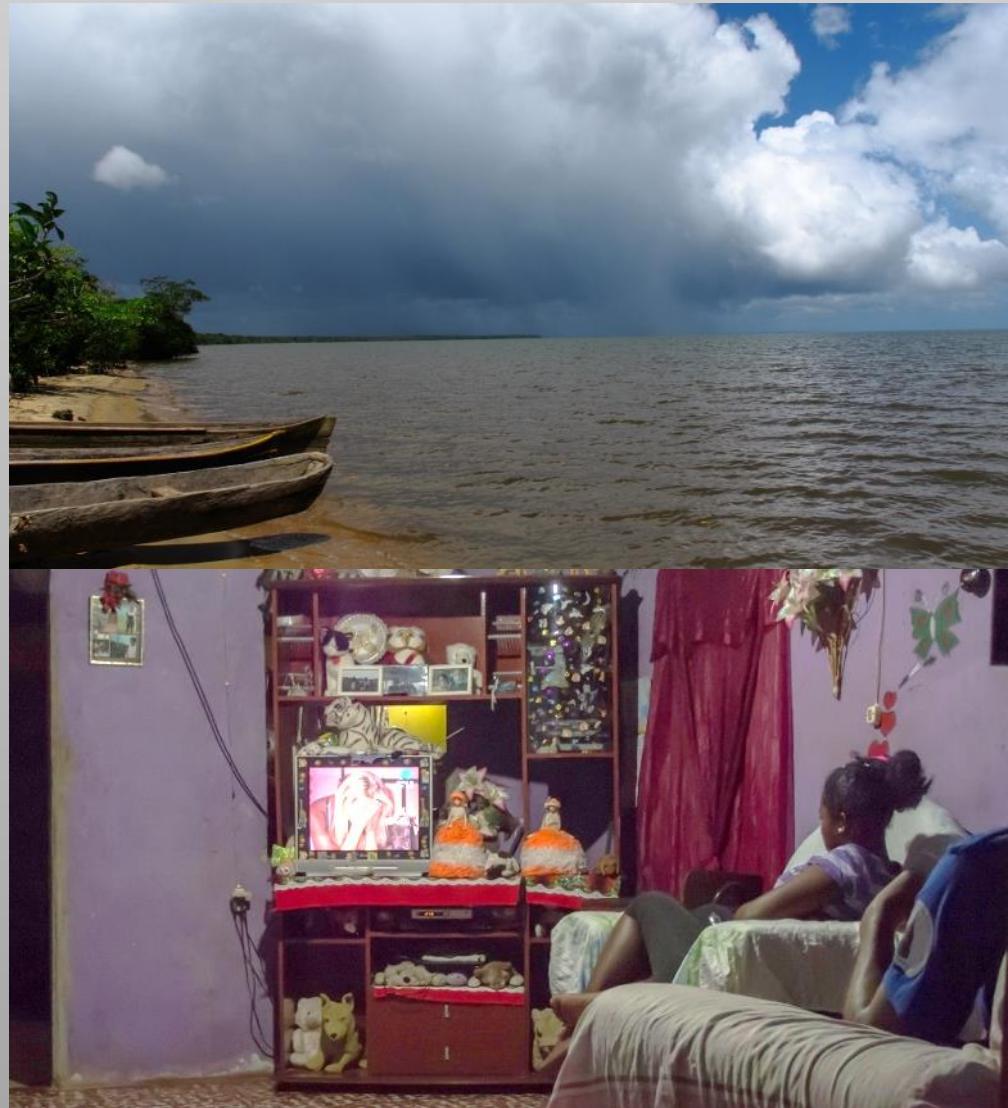


Dr Tracey Thornborrow

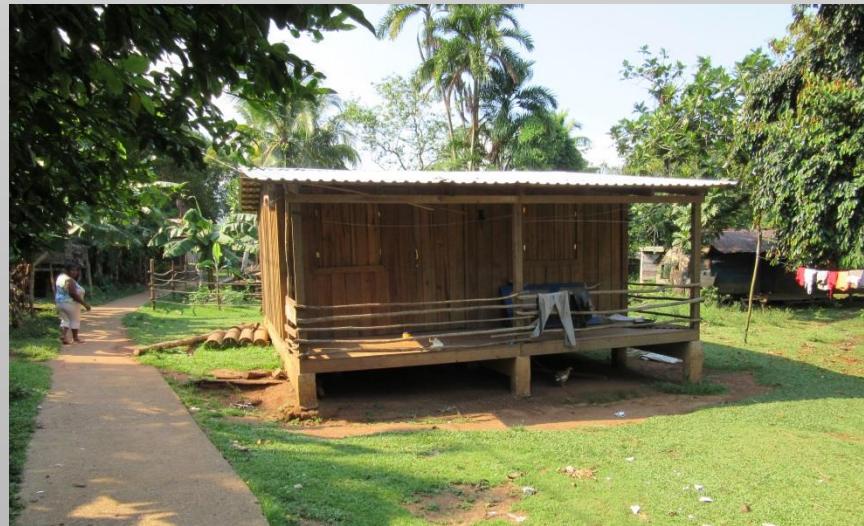


TV access and body preferences in Nicaragua

- Pearl Lagoon Basin



Diverse Communities...



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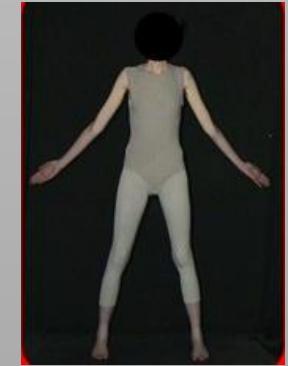
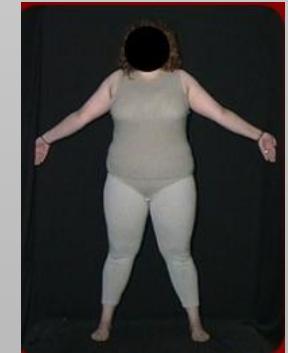
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TV access and body preferences in Nicaragua



Boothroyd et al (2020, *JPSP*): Full ethnically balanced sample

- 320 participants from 7 villages (2 x Miskitu, 2 x Mestizo, 3 x Garifuna)
- Assessed:
 - (Acculturation)
 - Hunger/time since last meal
 - Income
 - Education (years)
 - TV consumption
 - BMI and Waist-Hip Ratio ideals



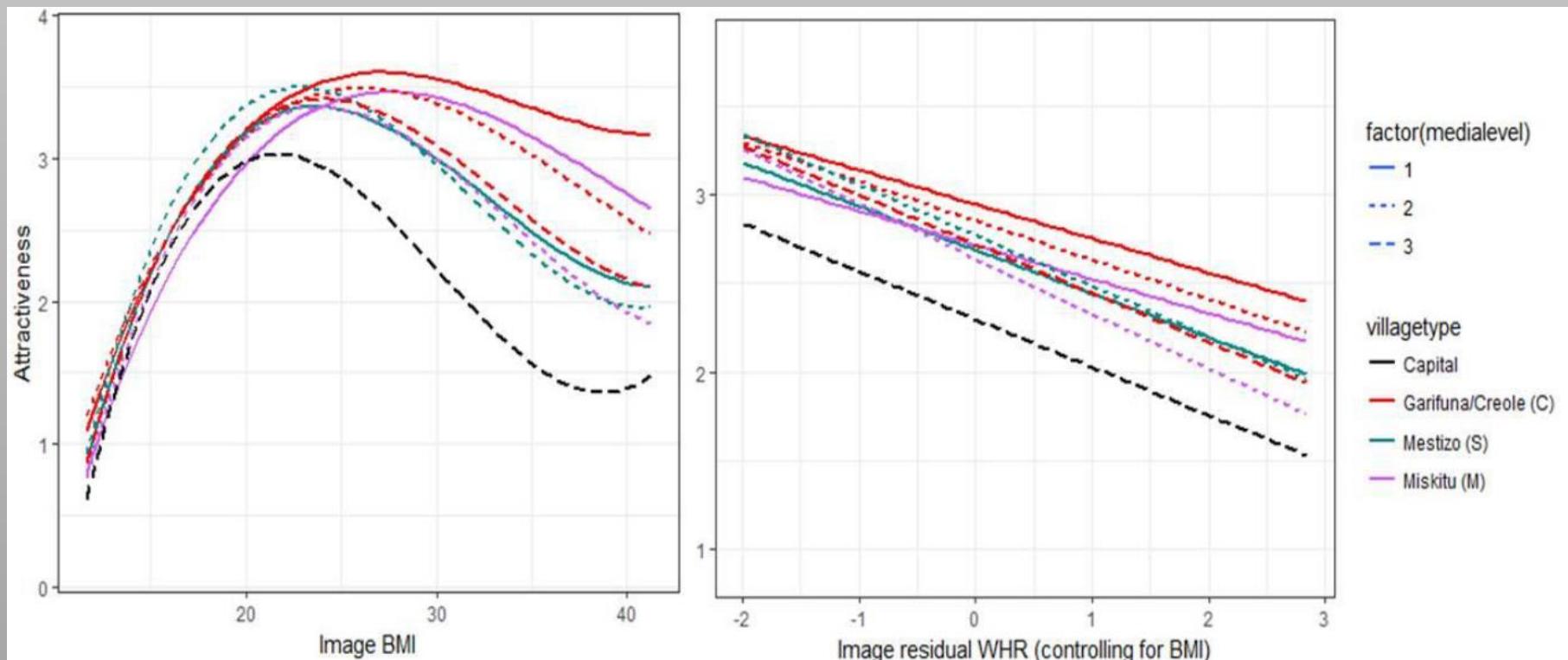
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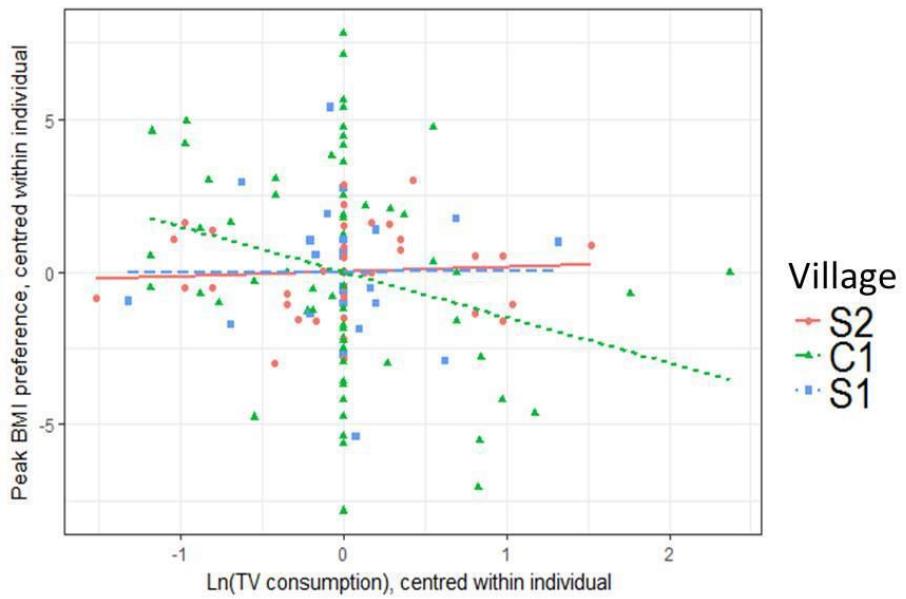


Cross-sectional associations

- Most village-level and *some* individual-level variance in BMI and WHR ideals absorbed by:
 - Ethnicity (Mestizo), Education and **TV consumption**



Within-individual associations

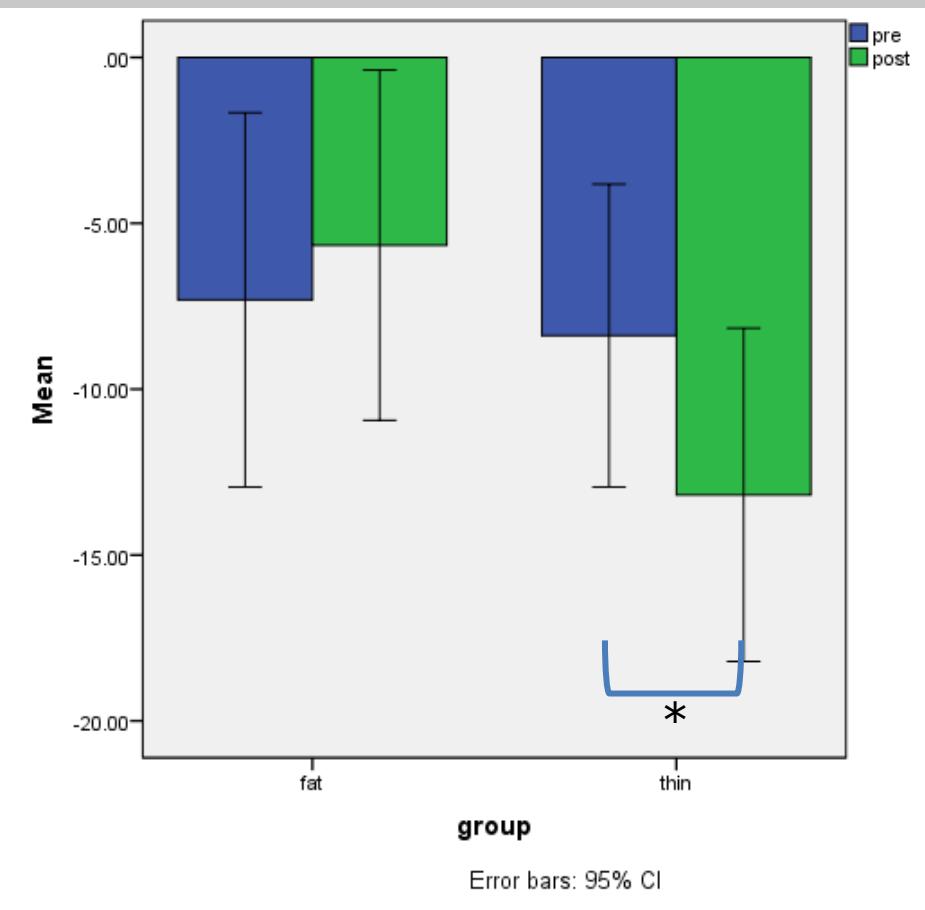


- 63 individuals from 3 villages tested on 2 or 3 occasions
- Analyses concentrated on C1, a small Garifuna village

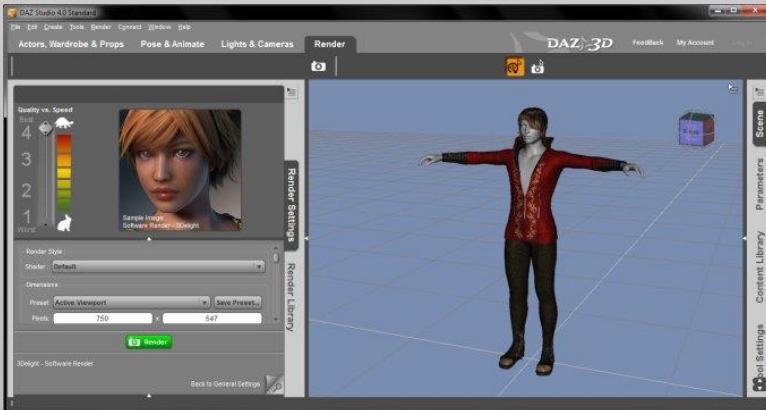
	BMI preference in C1					
	B	SE	β	B	SE	β
Constant	29.66	0.99		30.44	1.10	
TV consumption	-1.58 [†]	0.86	-0.15	-2.38*	1.04	-0.23
Ethnicity				-3.18	2.21	-0.21
TV x ethnicity				2.38	1.79	0.13
Random effects:						
Individual	19.52			17.73		
Residual	18.54			17.84		
Marginal/Conditional R ²	0.024 / 0.525			0.085 / 0.541		
Loglikelihood	-210.357			-208.493		

Experimental approach in the field

- 73 Garifuna and Mestizo participants tested in two villages



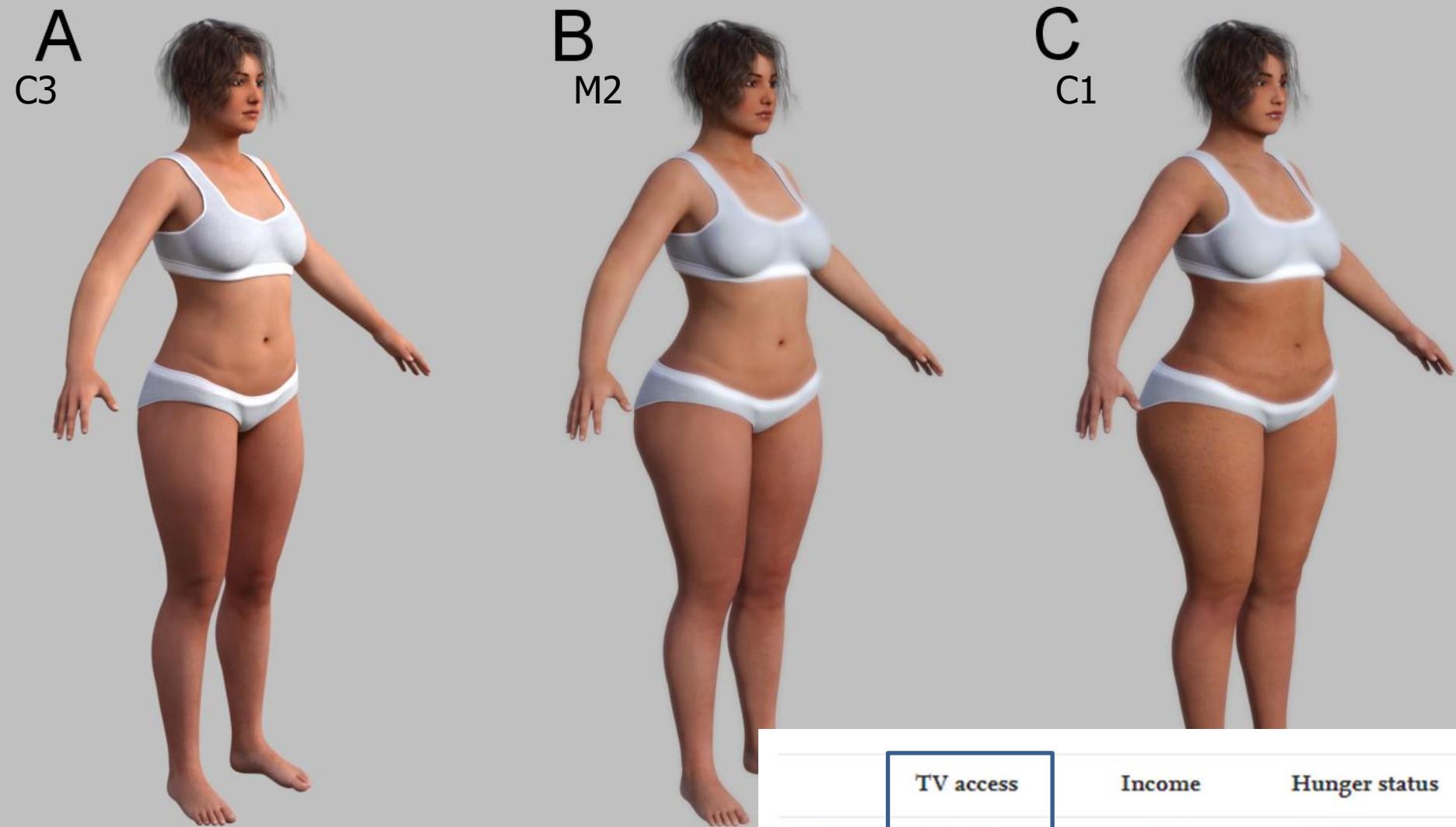
Do our European stimuli really tap into local ideals...?



Daz Studio

Focus groups in high
vs low media villages

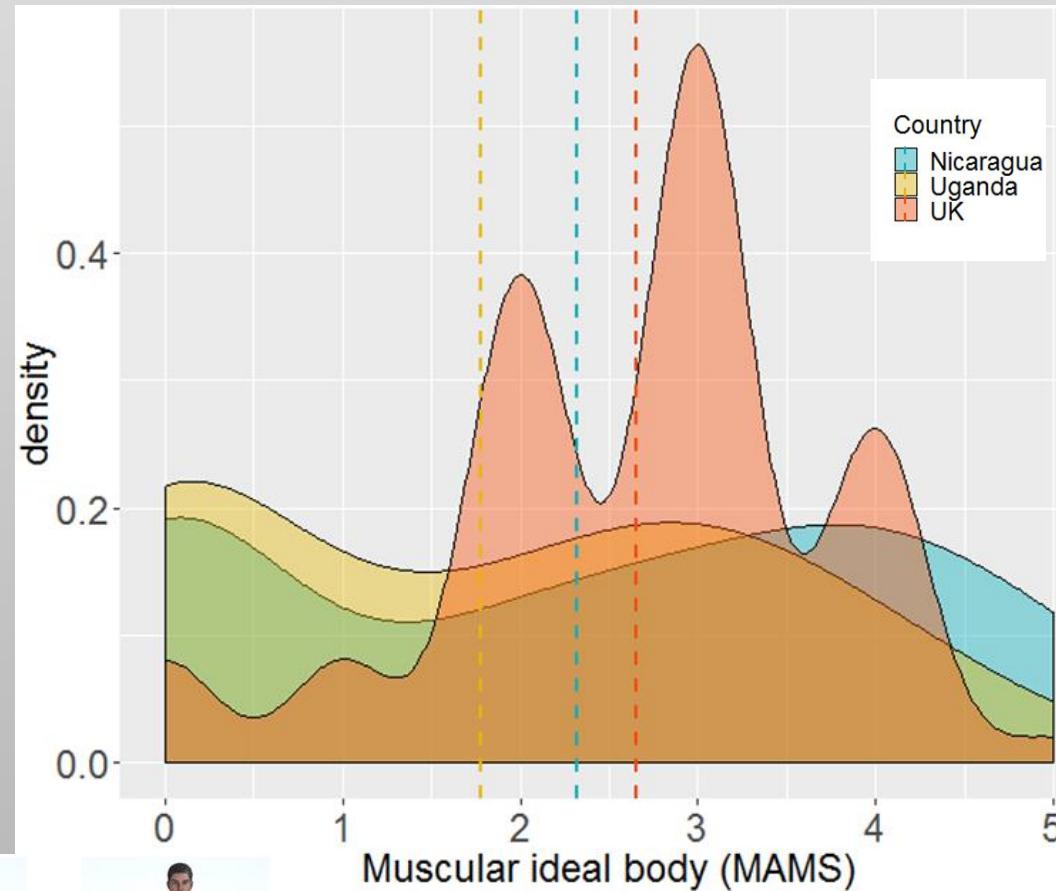
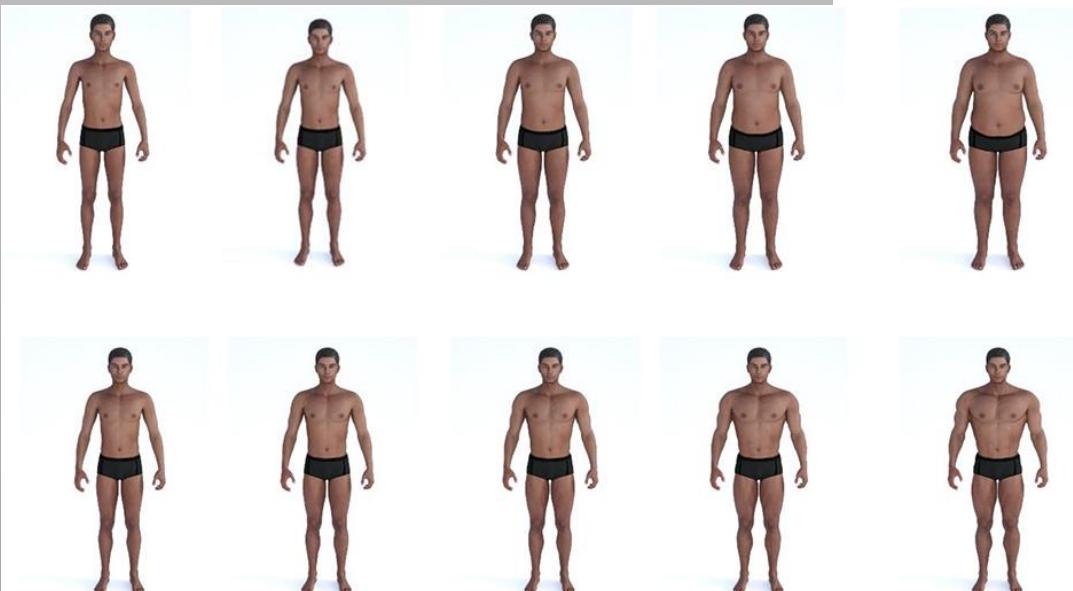




	TV access	Income	Hunger status
BMI	-0.489**	-0.365**	-0.260*
WHR	-0.042	0.194	0.179
WBR	-0.402**	0.037	-0.131
BHR	0.434**	0.135	0.360**

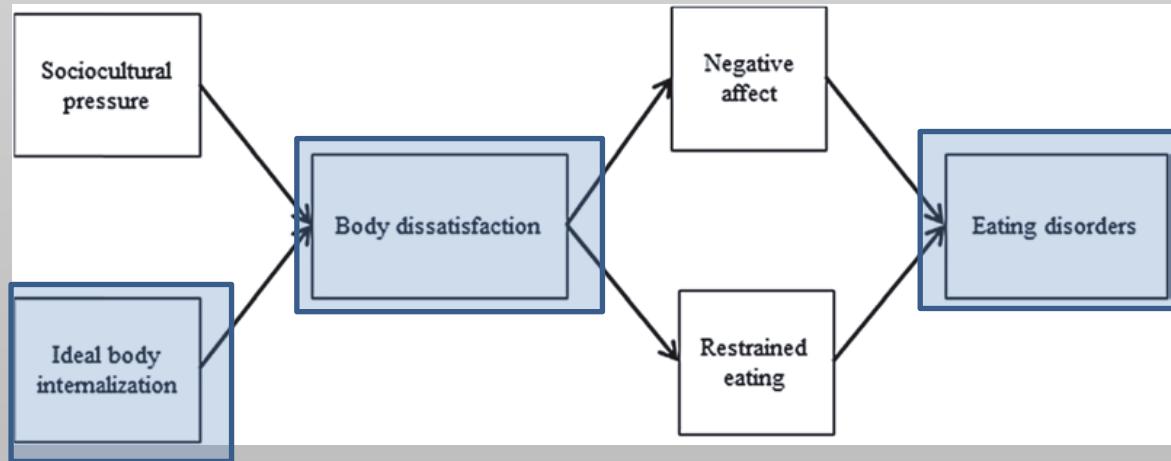
Thornborrow et al (2020)

Muscularity ideals in men



Sociocultural origins of eating pathology...

Original
model:



Nicaragua
data:
(in prep)



See also: TV introduction and eating disorders in Fiji (Becker et al.)

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- ✖ Highly mobile population
- ✖ Use of standardised Western stimuli
- ✖ Unbiased sampling challenging
- ✖ Alien experience for them; unconventional setting for us

- ✓ Large sample only possible by being flexible
- ✓ Mixed methods allowed contextualisation
- ✓ Correlation balanced by experiment



New fieldsites require holistic approaches



The Leverhulme Trust

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- Situation rapidly evolving ... smart phones >> TV?

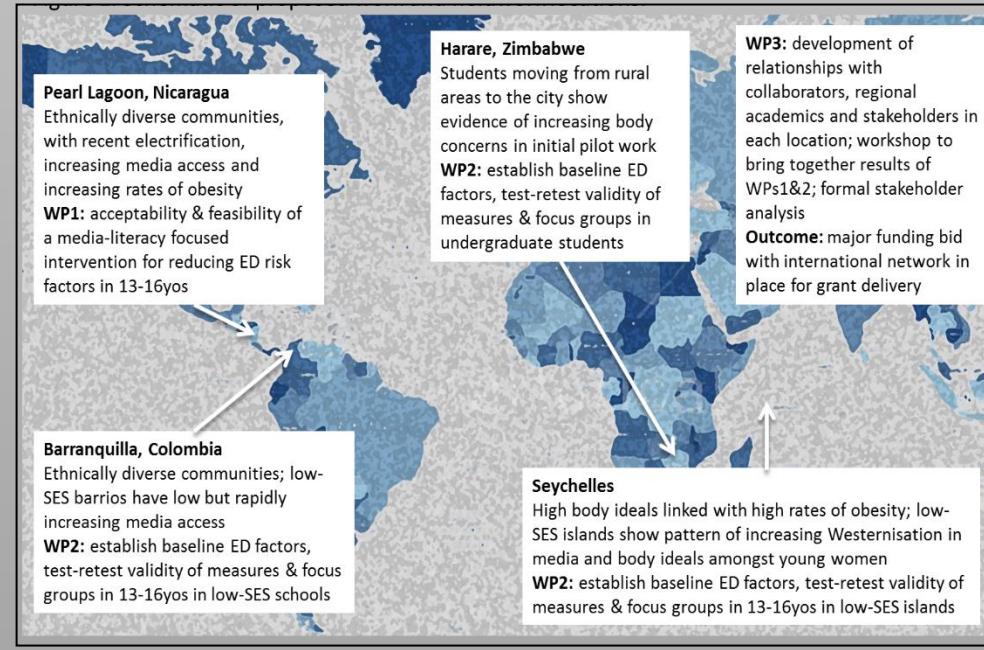
Moving forward...

- Will media literacy education be useful in preventing body dissatisfaction?



- Seed Award: *Establishing Best Practice in Eating Disorder Prevention in Rapidly Developing Populations*
- 2020-2022

Co-production of materials and baseline surveys with local collaborators



Material culture, including media, shapes body ideals, with risks for body image ... in the real world...

Prof Lynda Boothroyd

www.boothlab.org



Thanks to:

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Dr Jean-Luc Jucker, Dr Tracey Thornborrow
The Leverhulme Trust, Wellcome Trust

