

Effects of Media Exposure to Beauty Ideals on Body Image Concerns among Adolescent Girls from Brazilian Origins Living in Spain

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**Effects Of Media Exposure To Beauty Ideals On Body Image Concerns Among
Adolescent Girls From Brazilian Origins Living In Spain**

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Abstract

Aiming at developing an empirical research during this student's PhD dissertation, this Master's degree final project proposes the grounds on which this future investigation is sustained. The latter has as general objective to further explore how media messages showcasing unattainable beauty ideals affect body image dissatisfaction of adolescent girls from Brazilian origins living in Spain. Since albeit there are researches analyzing media effects and body image, investigations focusing on ethnic diverse groups and migrants are scarce. For the sake of achieving this goal, this project proposes: (1) a scoping review of the latest literature concerning this topic, published on significant academic databases; (2) a quantitative investigation harnessing previously developed scales (questionnaires), in order to measure degrees of acculturation and body dissatisfaction among a sample of the aforementioned group; (3) a qualitative research resorting to in-depth interview for the purpose of exploring this group's body image and mass media's beauty pressure towards a White ideal; notwithstanding the foregoing, (4) a content analysis of advertisements placed in 5 magazines, chosen by the girls themselves, in favor of unveiling what is the normatized beauty ideals.

Keywords: body image, body image dissatisfaction, media effects, mass media, social network sites, advertisements, acculturation, migration, beauty ideals, White beauty ideal, thinness, slenderness, adolescence.

*deus é um cara gozador, adora brincadeira
pois pra me jogar no mundo, tinha o mundo inteiro
mas achou muito engraçado me botar cabreiro
na barriga da miséria eu nasci brasileiro
eu sou do rio de janeiro
(...)
deus me fez um cara fraco, desdentado e feio
pele e osso simplesmente, quase sem recheio
mas se alguém me desafia e bota a mão no meio
dou pernada a três por quatro e nem me despenteio
que eu já tô de saco cheio
(...)
jesus cristo ainda me paga, um dia ainda me explica
como é que pôs no mundo essa pobre titica
vou correr o mundo afora, dar uma canjica
que é pra ver se alguém se embala ao ronco da cuíca
e aquele abraço pra quem fica*

Partido Alto (1972), song written by Chico Buarque during the Brazilian military dictatorship, implicitly criticizing the authoritarian government when referring to god. Buarque had to change the terms “brasileiro” and “titica” – a pejorative word - following the song’s censorship.

Ao Felipe, meu companheiro de todos os dias.
À minha querida família, pelo apoio constante.
A todos os professores que me orientaram e guiaram nessa longa
caminhada, com menção especial à minha tutora Pilar Medina.

TABLE OF CONTENTS

ABSTRACT.....	V
KEYWORDS	V
1. INTRODUCTION, MOTIVATION AND JUSTIFICATION	1
2. A SOCIOCULTURAL FRAMEWORK TO BEAUTY IDEALS AND THEIR MEDIA REPRESENTATIONS	4
2.1. BEAUTY IDEALS IN WESTERN SOCIETY AND BODY IMAGE.....	4
2.2. MEDIA PORTRAYALS OF BEAUTY: THINNESS/SLENDERNESS	10
2.3. MEDIA PORTRAYALS OF BEAUTY: WHITENESS	14
3. MEDIA EFFECTS AND BODY IMAGE	18
3.1. COMMUNICATION THEORIES APPLIED TO BODY IMAGE	18
3.2. MEDIA EFFECTS: TRADITIONAL MEDIA.....	21
3.3. MEDIA EFFECTS: THE ROLE OF NEW MEDIA AND SOCIAL MEDIA UPON BODY IMAGE	23
4. AFFECTED GROUPS AND EFFECTS: THEORETICAL AND EMPIRICAL DISCUSSION	27
4.1. ARE ETHNIC DIVERSE AND/OR MIGRANT ADOLESCENTS MORE PRONE TO BODY IMAGE CONCERNS? A THEORETICAL LOOK	27
4.2. HOW EXPOSURE TO BEAUTY IDEALS AFFECT WOMEN, WITH A SPECIAL LOOK AT ETHNIC DIVERSE AND MIGRANT ADOLESCENTS BODY IMAGE	33
4.3. PREFERENCE FOR LIGHTER SKIN COLORS AMONG ETHNIC DIVERSE GROUPS AND BODY IMAGE	36
4.4. POSSIBLE OUTCOMES OF BODY DISSATISFACTION OVER AFFECTED GROUPS	40
4.5. BRIEF CONCLUSIONS OF THEORETICAL AND EMPIRICAL CONTRIBUTIONS	41
5. EMPIRICAL RESEARCH	43
GENERAL OBJECTIVE	43
5.1. BODY IMAGE CONCERNS AND SOCIAL MEDIA USE AMONG ADOLESCENTS: A SCOPING REVIEW (ARTICLE 1).....	44
5.2. MEDIA USE, ACCULTURATION, ETHNICITY AND BODY IMAGE DISSATISFACTION: IMPACTS ON GIRLS FROM BRAZILIAN ORIGINS LIVING IN SPAIN (ARTICLE 2)	45

5.2.1. <i>Justification of specific objectives.</i>	46
5.2.2. <i>Participants.</i>	46
5.2.3. <i>Methodology & instruments.</i>	47
5.2.4. <i>Procedure.</i>	53
5.2.5. <i>Data analysis.</i>	53
5.3. MASS MEDIA'S WHITE BEAUTY PRESSURE AND BODY DISSATISFACTION: PERCEPTIONS OF ADOLESCENTS FROM BRAZILIAN ORIGINS LIVING IN SPAIN (ARTICLE 3)	54
5.3.1. <i>Justification of specific objectives.</i>	54
5.3.2. <i>Methodology & instruments.</i>	55
5.3.3. <i>Participants.</i>	56
5.3.4. <i>Procedure.</i>	56
5.3.5. <i>Image Selection.</i>	56
5.3.6. <i>Interview guide.</i>	57
5.3.7. <i>Data Analysis.</i>	57
5.4. THE WHITE BEAUTY TYRANNY? CONTENT ANALYSIS OF WOMEN'S MAGAZINE ADS (ARTICLE 4)	58
5.4.1. <i>Justification of specific objectives.</i>	59
5.4.2. <i>Methodology & instruments.</i>	59
5.4.3. <i>Sample.</i>	64
5.4.4. <i>Data analysis.</i>	64
5.4.5. <i>Intercoder reliability.</i>	64
6. DISSEMINATION OF RESULTS.....	65
6.1. SOCIAL IMPACT	65
6.2. ACADEMIC IMPACT.....	65
6.2.1. <i>Journal selection.</i>	65
6.2.2. <i>Conference participation.</i>	66
7. RESEARCH TIMELINE	67
8. DISCUSSION.....	69
REFERENCES.....	71

LIST OF APENDICES

APPENDIX A: ARTICLE 1 PROPOSITION.....	85
APPENDIX B: PARTICIPANT’S CHOICE RATIONALE: GIRLS FROM BRAZILIAN ORIGINS LIVING IN SPAIN	97
APPENDIX C: SASH-Y SCALE	99
APPENDIX D: EEICA SCALE IN SPANISH AND PORTUGUESE	100
APPENDIX E: SEMI-STRUCTURED IN-DEPTH INTERVIEW GUIDE	102
APPENDIX F: CONTENT ANALYSIS CODEBOOK.....	103
<i>General rules for ad codification.</i>	103
<i>General ad classification.....</i>	103
<i>Analysis per each female model placed on the ad.</i>	106

LIST OF TABLES

Table 1. <i>Body image concerns and social media use among adolescents: a scoping review</i> (Article 1; preliminary title)	44
Table 2. <i>Media use, acculturation, ethnicity and body image dissatisfaction: impacts on girls from Brazilian origins living in Spain</i> (Article 2; preliminary title)	45
Table 3. Acculturation scales revised.....	50
Table 4. <i>Mass media's White beauty pressure and body dissatisfaction: perceptions of adolescents from Brazilian origins living in Spain</i> (Article 3; preliminary title).....	54
Table 5. <i>The White beauty tyranny? Content analysis of women's magazine ads</i> (Article 4; preliminary title).....	58
Table 6. Variable's selection for content analysis – Code sheet.....	60
Table 7. Gantt Chart with three-year schedule.....	68
Table 8. Sources relating SNS or New Media to Body Image Concerns	91
Table 9. <i>2014-2015 Period – Brazilian Students Registered In Schools In Catalonia</i>	98
Table 10. Original SASH-Y scale (column 1) and first adaptation to this project's needs (column 2)	99
Table 11. EEICA – Validated versions in both in Spanish and Portuguese	100
Table 12. Semi-structured interview guide	102
Table 13. Examples of codification for ads placed at <i>Vogue</i> Spain and Brazil	112

LIST OF FIGURES

Figure 1. Summary of sociocultural framework	10
Figure 2. Model's arms from ads extracted from <i>Vogue</i> and <i>Marie Claire</i> Brazil	12
Figure 3. Model's legs from ads extracted from <i>Vogue</i> and <i>Marie Claire</i> Brazil	13
Figure 4. Ads from <i>Telva</i> Magazine, Spain	16
Figure 5. Color palette of <i>Telva</i> 's models skin color.....	17
Figure 6. Figural Rating Scale to measure women's physical attractiveness in what regards skin color and hair color	38
Figure 7. Theoretical framework and state of the art summary	42
Figure 8. Advertising most common sizes.....	105
Figure 9. Images of different hair types.....	107
Figure 10. Ad 1 - Placed at <i>Vogue</i> Spain Magazine – November, 2015 edition.	110
Figure 11. Ad 2 - Placed at <i>Vogue</i> Brazil Magazine – January, 2016 edition.	111

LIST OF ABBREVIATIONS

APEC	Associação de Investigadores e Estudantes Brasileiros na Catalunha
BID	Body image dissatisfaction
BMI	Body mass index
EAT-26	Eating attitudes test
ECEFR	European Commission Ethics for Research
ED/EDs	Eating disorder/Eating disorders
EDI	Eating disorder inventory
EEICA	Escala de Evaluación da Insatisfacción Corporal para Adolescentes
NM	New Media
SASH-Y	Short Acculturation Scale for Hispanic Youth
SN/SNS/SNSs	Social Network/Social Network Site/Social Network Sites

1. Introduction, Motivation and Justification



- Author unknown- ¹

No one escapes the pressure to conform to normatized ideas of beauty in Western societies. As per the mirror's assertion, these ideals are socially constructed within culture, reinforced by relatives and friends, widely transmitted by mass media, and especially hard on women, whose bodies are seen as "public matter".

Beauty ideals would be the 20th and 21st century's form of maintaining patriarchal values and gender inequality based on the self-obedience and self-controlling attitudes towards women's bodies, bringing to light the ideologies behind such pressures (Bordo, 1993; Grogan, 2008; Wolf, 1991). Focusing on women's bodies would divert attention from their accomplishments (Jeffreys, 2005; as cited Forbes et al., 2012), leading to their constant objectification, and therefore objectification of women.

These narrow ideas of beauty accompany women throughout their whole life, and by not complying with them they risk being viewed as failures (Novaes, 2005; cited in Souza, Oliveira, Nascimento, & Carvalho, 2013, p.63). When they look at the mirror, having in mind the thin-ideal canons of beauty they are constantly bombarded with, they are never happy with what we see, living an everyday "normative discontent"

¹ Image from: <http://www.iliketoquote.com/warning-reflections-in-this-mirror-may-be-distorted-by-socially-constructed-ideas-of-beauty/>

(Berschied, Walster, & Bohrnstedt, 1973; Cash, Winstead, & Janda, 1986; Garner, 1997; cited in Fallon & Hausenblas, 2005).

Being dissatisfied with their own bodies, which is a dissatisfaction caused by comparison with what is considered the ideal body, is commonplace. Its way to trivialization flourishes especially during preadolescence and adolescence, phases of intense body changes and identity formation, in which bodies are used as a form of expression, a form of symbolic capital (Bourdieu, 1991).

Having said that, consider if despite being pressured to be thin and going through adolescence were not heavy burdens enough. If you were migrating to a new culture that you had no previous knowledge about, knew anyone, did not speak the language? If this new culture set beauty values that were even more unattainable than the ones you were previously accustomed to? And if your skin color did not match this society's established ideals?

At the moment these questions were raised, this project resorted to researches encompassing exposure to beauty ideals through media and incidence of body dissatisfaction, to come up to the appalling information that the majority of body image research has been focusing on White groups and there was no sufficient literature addressing ethnic diverse, migrant groups and body dissatisfaction². At that moment this project found its research blank space that could be further explored.

Thus it was decided to focus on a group that would be at the same time ethnically diverse and from a different origin than the majoritarian population of the country researched, so that the "normative discontent" – being dissatisfied with their bodies as a norm - could be put to proof. The chosen group was adolescent girls from Brazilian origins living in Spain, also motivated by this student's personal ties with this first mentioned nationality.

These personal ties appealed to the will of socially impacting the lives of each and every other girl who forms part of this group, in an effort to facilitate their adaptation to this new reality that is to take root at a new culture that you do not dominate.

Hence, this project proposed a set of steps in order to not only generate advancements to the research field of beauty ideals spread by media over ethnic

² Which will be further discussed at section 4.2.

diverse and migrant groups, but also with the aim of getting to results that can be further used to the benefit of the wellbeing of this same group.

The project envisioned initiating the research with a scoping review of the latest literature involving body image concerns and media, in pursuance of a broad mapping of the current trends and methods harnessed that aside from being applicable to replication with the group in question, could also point out to future research directions.

Subsequently, it planned on applying an online questionnaire based on validated scales measuring relevant variables to this subject of study among a sample of this same group, in the interest of obtaining quantitative extrapolable data of the possible relationship between ethnicity, adaptation to a new culture³ and body dissatisfaction.

Soon after, it proposed a qualitative approach to body image⁴ in the form of in-depth interviews to these girls, in the name of having a deeper understanding of how they experience body image. Furthermore, with the intent of exploring how they perceive the differences between the canons of beauty among cultures, how they perceive the beauty pressure towards white skin color and how adapting to a new culture (when it is the case) affects their own body image.

Notwithstanding the foregoing, we proposed a magazine advertisement content analysis based on these girls magazine preferences as reported by the girls themselves. With the aim of understanding to what type of beauty ideals they are exposed to, and what are the normatized constructions present on the visual imagery of this medium.

Ultimately, by means of reaching the academic world, it contemplated respectively the dissemination of results through academic journals and conferences; and by means of reaching likewise some sort of social impact, it contemplated the creation of a blog to promote main results that could impact this group's everyday life.

³ This concept is known as acculturation, which will be properly addressed at section 4.1.

⁴ The concepts of body image and body image dissatisfaction are properly explored at section 2 and 3.

2. A Sociocultural Framework to Beauty Ideals and Their Media Representations

2.1. Beauty Ideals in Western Society and Body Image

Body image consists of “a person’s perceptions, thoughts, and feelings about his or her body” (Grogan, 2008, p.03), while body dissatisfaction is defined as “a person’s negative thoughts and feelings about his or her body” (Grogan, 2008, p.04).

Body image encompasses the body as a whole, in conjunction with specific body parts, body size, weight and height. It also involves factors that are not commonly studied, for instance skin color, hair type, facial type and facial characteristics, among others.

Regarding body image dissatisfaction (BID) specifically, it relates to a self-perceived negative evaluation of a person’s own body when compared to what this person considers the idealized body (Cash and Szymanski, 1995; cited in Grogan, 2013, p.04). It encompasses an individual’s preferences for body traits that differ from how they currently perceive their own characteristics, leading to negative effects in the form of dissatisfaction with their own appearance (Paxton & Wertheim, 2011, p.76).

BID “lies in the social context” (McKinley, 2011, p.53), rather than each individual. So in order to understand media’s influence upon body image dissatisfaction, not only among adolescents, but also as a general matter, it is key to explore first how beauty ideals are constructed and transmitted, the rationale of these messages, and lastly what are the motivations and ideologies behind them.

The sociocultural framework is used as theoretical base for this project, whose definitions state that beauty idealizations and pressure to conform to them are build and disseminated across generations through culture. In other words, the beauty ideals are not only part of the culture values, but they are at the same time created by society and perpetuated and transmitted through culture. Individuals might internalize these ideals, possible impacting on their degree of satisfaction with their own appearance.

At its simplest, the sociocultural model holds that (1) there exist societal ideals of beauty (within a particular culture) that are (2) transmitted via a variety of sociocultural channels. These ideals are then (3) internalized by individuals, so that (4) satisfaction (or dissatisfaction) with appearance will be a function of the extent to which individuals do (or do not) meet the ideal prescription. How does this operate in current Western society? A casual flick through any women's fashion magazine will reveal a plethora of young, tall, long-legged, large-eyed, moderately large-breasted, tanned but not too tanned, and clear-skinned women with usually White features. But perhaps the most obvious and consistent physical characteristic shared by these models is that they are also very thin. (Tiggemann, 2011, p.13)

In addition, this research also forms part of the Cultural Studies with a Feminist perspective framework, which encompasses the junction of how cultural influences impact on behavior and challenges common notions of gender produced within society (Barker, 2008; Krane, Waldron, Michalenok, & Stiles-Shipley, 2001).

To further explore the analysis of this project's framework, we begin by examining the constructions behind these four characteristics of the sociocultural framework, as aforementioned by Tiggemann (2011, p.13).

We initiate with women's "societal ideals of beauty" at contemporary times in Western societies *per se*. As previously stated, the preconceptions of what is considered beautiful and ugly are settled by society and exist through culture. These appearance notions are normatized, which means they are seen as the "norm" - constituting a fundamental element of modern urban life and culture (Simmel, 1983, 1998; cited in Adelman & Ruggi, 2008, p.558).

Beauty in Western societies is commonly associated with body thinness, illustrated through extremely thin supermodels, actresses and celebrities, who great part of the times possess a Body Mass Index (BMI) way below what is considered healthy by the World Health Organization (World Health Organization, n.d.).

Persons considered alluring might hold a distinctive position in society (Adelman & Ruggi, 2008, p.557), and being in accordance to these values is, most of the

times, a form of symbolic capital as well, as per Bourdieu's (1991) conception of the term – i.e. a form of honor or prestige.

The body's beauty, as being part of what is considered beautiful, has been imposed with great strength over someone's values, in what is considered a beauty tyranny (Gervilla, 2014, p.31). The body has value in itself, and having the considered ideal one distinguishes an individual from others, putting them in a highest level (Goldenberg, 2011, p.552).

As Bordo (1997: 88) suggests in relation to the cult of thinness for girls and women who have been socially denied power or control over other aspects of their lives, this seems to be the thing (perhaps the only thing) over which they 'have control' and which can guarantee them some social status, value or appreciation (symbolic capital, as it were). (Adelman & Ruggi, 2008, p.559)

Some researches approach this pressure towards the normatized ideals as not only being a social obligation, but a moral one as well, by which women "should make sufficient effort to achieve" (Souza et al., 2013, p.63). Otherwise, by not complying with it, they risk being "viewed as failures and incapable" (Novaes, 2005 ; cited in Souza et al., 2013, p.63) or as a severe failure (Cury, 2005 ; cited in Secchi, Camargo, & Bertoldo, 2009, p.230).

It was not always like this, and the ideals that anteceded the current norms for women were known as the "lush fertility" (Grogan, 2008). In other words, fat is strongly associated with fertility, which relates to the motherhood role expected from women in the past.

Slender figures were not seen as attractive until the twentieth century. In fact, Manet's Olympia (1863) (which he considered his masterpiece) was denounced when it was shown in 1865, because the subject was not considered sufficiently plump to be erotic (Myers and Copplestone, 1985). Various authors have dated the origin of the idealization of slimness in Western culture to the 1920s, and it is argued that the thin ideal is the outcome of successful marketing by the fashion industry, which became the standard of cultural beauty in the industrialized

affluent societies of the twentieth century. (Gordon, 1990, ; cited in Grogan, 2008, p.18-19)

Taking a step back, we assume there are several motivations behind the propagation of such slenderness ideals. Theorists assert that the self-inflicted food deprivation (dieting), which most part of women currently go through to achieve the new beauty standards, is a type of control that, in a deeper sense, is asking women to control their libido (Grogan, 2008). In addition to this proposition, Foucault believed that the body is powerful and that a key form to control it was to discipline it (cited in Figueras Maz, 2005).

In other words, the values that are culturally transmitted form part of a greater ideology, which would be one of the other forms of male domination over women or the patriarchal values, as stated by several theorists (Bordo, 1993; Grogan, 2008; Wolf, 1991), who understand the imposition of these beauty standards – or beauty tyranny and beauty myth - as a form of maintaining power inequalities.

The ideas of femininity – most commonly known as sex stereotypes or gender stereotypes - are tied to “small” and “weak” bodies, while men have “powerful” and “large” bodies; women’s role in society have been historically associated with the “body”, while men’s role with the “mind” (McKinley, 2011, p.48).

Through a historical perspective look at slenderness, the point in time when it begin to be spread are the 1920’s, and its further consolidation are the 1950’s and 1960’s (Brownmiller, 1984; cited in Grogan, 2008, p.75). Furthermore, the change of paradigm from the “lush fertility” to the new “slim” beauty myth coincides with the historical period by which women were allowed to vote in the US, which establishes a relationship between women’s greater independence from men and stricter and unattainable beauty and body ideals, which therefore creates a self-monitoring independence.

According to Wolf (1991), the new slenderness ideal promptly replaced the curvaceous one between the years of 1918 and 1925, which matches the right to vote in Western societies in general. After that, the lush fertility ideal briefly came back to the agenda during the conservative 50’s decade, which is linked to women’s

regression to domestic reclusion. Furthermore from the 60's and on, slenderness strongly prevailed and still does until current times (Wolf, 1991, p.184).

One might ask, how establishing beauty ideals is a form of control? Firstly it is important to understand that historically women's bodies have been always considered of public domain. Women's bodies are viewed as not their own, but society's (Grogan, 2008). Therefore, they are a public preoccupation, habituated to external criticism, constantly subjecting women to obedience and control (Wolf, 1991, p.187).

Along with the public status of women's bodies, there is also their objectification and self-objectification, which is encouraged from childhood (Orbach, 1993; cited in McKinley, 2011, p.49), in the form of focusing on what to wear, how to style their hair; and grows through adolescence and womanhood, by which women are "judged by how they appear to others" (McKinley, 2011, p.49).

First, there is a greater degree of objectification of women than men in the visual media. According to objectification theory, the high prevalence of objectifying images of women is believed to cultivate self-objectification in women where they start to monitor their own body and compare it to the ideal (...) Throughout history women have been encouraged to manipulate their body to attain a societal ideal (...) Feminists suggest that the persistent objectification of women exists because of women's societal subordination to men. (Murnen, 2011, p.177)

Objectification leads to the promotion of a system in which women are perpetuated as a lower or inferior status (Murnen, 2011, p.178). By not controlling their own bodies, by constantly chasing the "elusive ideals of femininity", "female bodies become docile bodies – bodies whose forces and energies are habituated to external regulation, subjection, transformation, "improvement" (Bordo, 1993, p.166). It weakens women's strength, it causes paranoia, constant self-monitoring, the feeling of "never being good enough" (Bordo, 1993, p.166).

Empirical support for the relationship between "beauty ideals and the oppression of women" have been provided in recent researches (Forbes, Collinsworth, Jobe, Braun, & Wise, 2007; Swami et al.; as cited in Forbes et al. 2012). Most importantly,

it is worth stressing that by concentrating on beauty ideals, the focus are not women's competencies, but rather their bodies, reducing "them to sex objects" (Jeffreys, 2005; as cited Forbes et al., 2012).

Moving forward with the second item of the sociocultural framework, which is the transmission of these mentioned values, it is said that three pillars sustain it: namely media, family and peers.

These ideals are then transmitted by powerful and pervasive sociocultural influences, most notably the media, family, and peers, and hence the sociocultural model is sometimes referred to as the tripartite model. (Tiggemann, 2011, p.13)

Media will be discussed in-depth at a specific chapter (see Section 2.2., 2.3., 3.2. and 3.3. for details), while family and peers' influence are not the focus of this research.

The third item that forms part of the framework is the internalization of these messages (see section 3.1. for communication theories applied to body image). As a consequence of multiple everyday stimuli containing the normatized ideals of beauty, which every women is daily bombarded with, it might seem like the wish of being slim, young, having blue eyes and white skin come from women's own particular desires (McKinley, 2011, p.49).

The possible outcomes generated by this internalization of ideals are much of the times active roles (behaviors) taken by individuals in changing what they are not satisfied with in their own body. If they are dissatisfied with their body's current shape, color, general look, they might actively change it through diet, through self-inflicted vomiting or through cosmetic surgeries (see section 4.4. for further details).

Once again, the main outcomes of the imposition and normatization of beauty ideals are self-controlling ideas of going against your will and self-obedience.

Figure 1 summarizes the sociocultural framework, the ideology behind it and the main transmitter of beauty and body ideals.

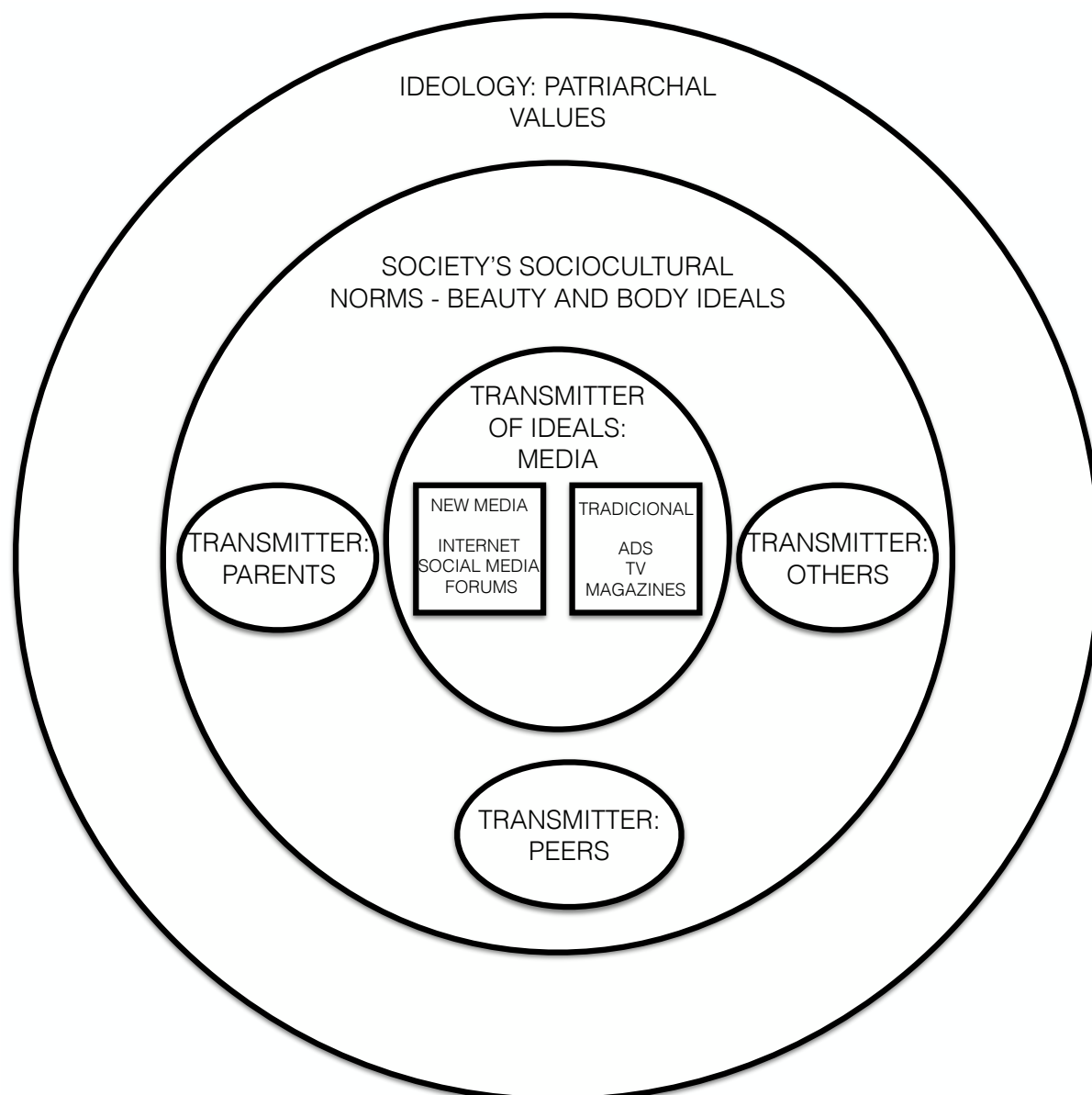


Figure 1. Summary of sociocultural framework (own elaboration). *Note:* size does not reflect importance of each of the concepts visually represented.

2.2. Media Portrayals of Beauty: Thinness/Slenderness

Several different researches have pointed out to the dissemination of the thin-ideal through media (Bessenoff, 2015; Conlin & Bissell, 2014; Dalley, Buunk, & Umit, 2009; Luff & Gray, 2009; Monro, Hons, & Huon, 2005; Pompper & Koenig, 2004; Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2005a).

As examples of recent researches conducting content analysis to explore the depiction of models in magazines, we can cite the one that dedicated its searches to

the representation of beauty and body ideals at *Playboy* magazine over the past decades (from 1979 to 1999; Sypeck et al., 2006) in the US. Results have shown maintenance of low BMIs within the models represented, although from the mid-1990's forward there was a timid change towards increased weights.

In another study conducted with the magazines *Cosmopolitan*, *Glamour*, *Mademoiselle*, and *Vogue* within a timeframe of 40 years (from 1959 to 1999; Sypeck, Gray, & Ahrens, 2004), results have shown a clear pattern of models getting “significantly smaller as time progressed” (p.345). Another relevant finding is that “not only are the models becoming thinner, but that the public has also been increasingly exposed to depictions of their bodies” (p.346).

Wasylikiw, Emms, Meuse, & Poirier (2009) looked for differences and similarities between the representation of women in ads at 5 fitness and fashion magazines in the US (June/2007). Results showed that 94,7% of all models represented in these magazines' genre were classified as “lean”.

Slightly different results were found in Spain in a study conducted as a PhD dissertation (Figueras Maz, 2005, p.251), in which a content analysis of adolescent magazines' covers (*Ragazza*, *Mujer 21* and *You*) took place during 2000's. In this case, the majority of the cover models had a normal physicality.

There are studies which also point out to a slight shift to a not strictly thin, but at the same time muscular or fit ideal, which begins to spread out from the 2000's and so on (Tiggemann & Zaccardo, 2015), and reaches its peak point with the popularization of Social Network Websites (SNS) focused on images, such as *Instagram*. This movement is currently known as “fitspiration”, the junction of the words fitness and inspiration, perpetrated by girls who promote their “healthy” routine via SNS known as *fitness bloggers*.

This study selected parts of arms (Figures 2) and legs (Figure 3) from models who appeared at advertisements placed at the magazines *Vogue* Brazil and *Marie Claire* Brazil with the intention to illustrate the slenderness promoted by mass media.



Figure 2. Model's arms from ads extracted from *Vogue Brazil* (August 2015 and January 2016 editions) and *Marie Claire Brazil* October 2016 edition. Own elaboration.



Figure 3. Model's legs from ads extracted from Vogue Brazil (August 2015 and January 2016 editions) and Marie Claire Brazil October 2016 edition. Own elaboration.

2.3. Media Portrayals of Beauty: Whiteness

This section briefly discusses media underrepresentation of minorities, leading towards a pressure to single-faced beauty and body ideals – normatization -, majorly translated through White models and subsequently not contemplative of ethnic diversity.

Historically, the adoption of White ideals as the mainstream ideals are a consequence of a reaction known as *identification with the aggressor*, explained below:

During the period of slavery within American society and the era of Western empires, non-White people internalized the myths of White superiority and, in a defensive reaction known as *identification with the aggressor*, adopted White standards of beauty and value (Chapkins, 1986; Isaacs, 1968; Myers & Yochelson, 1948; Neal & Wilson, 1989; Russel, Wilson & Hall, 1992; cited in Sahay & Piran, 1997, p.161-162)

Light skin color and Caucasoid features have traditionally been associated with attractiveness, beauty, and superiority (Bond & Cash, 1992; Conrad, Dixon, & Zhang, 2009; Hill, 2002 ; cited in Mucherah & Frazier, 2013, p.1178)

The White ideal seen as a superiority icon is still translated and perpetuated in most part of media communications. As examples, a recent study conducted through a content analysis of advertisements placed on important Canadian teen magazines concluded there is an underrepresentation of ethnic minorities, like Black, East and South Asians when compared to their relative population (Sengupta, 2006). At the same time, the ads analyzed also supported the White beauty ideal.

Attaining similar conclusions, a research analyzing Brazilian women's magazine covers (Goetz, Camargo, Bertoldo, & Justo, 2008) concluded that most part of them portrayed tall and thin women, with light-colored eyes, smiling and showing great part of their bodies. These results prompt discussions, since these images do not represent the composition of the ethnically heterogenic Brazilian population.

This underrepresentation of ethnic diversity is a global phenomenon rather than a local one. To illustrate this, a study conducted in Spain, in which more than 500 ads from Spanish fashion like *Vogue*, *Glamour*, *Telva* and *Elle*, were analyzed (Díaz Soloaga, Quintas Froufe, & Muñiz Muriel, 2010), reveals that the most common physical characteristics of the women's portrayed were: Caucasian (78%), blond (28%), between 15 and 30 years old (60%), thin (52%).

When studying specifically luxury brand ads, another study (Cáceres Zapatero & Díaz Soloaga, 2008) also performed in Spain reached similar results, in which 90% of all women models were White, 73.7% had either blond or brown hair, 75% were young (between 15 and 30 years old) and almost 75% had thin or extremely thin bodies. Other traits noticed in these ads were the complete lack of wrinkles, dark spots, blotchy skin or white hair, pairing with the notions of being forever young.

According to Jiménez Morales (2006), within the Spanish advertisement there is only space for a White ethnicity stereotype, associated with positive characteristics, economic power and high classes.

The underrepresentation of minorities among audiovisual ads in Spain is also seen as a preoccupation, since it “enhances and accentuates the existence of a physical and social stereotype very distanced from the current reality of ethnic minorities living in this country”⁵ (Morales, 2006, p.256).

Another aspect of the promotion of White beauty ideals takes shape in the form of the selling of skin whitening products and its respective advertisements. In these types of ads, having a lighter skin is evidently tied to the idea of being more beautiful (Mucherah & Frazier, 2013; Saraswati, 2010).

Subsequently, after having in hand such information, this study selected the first eight ads, in which women were part of, placed at two *Telva* magazine's edition and proposed a mosaic of pictures of these same model's faces (Figure 4). Afterwards, we used *Photoshop* to build a color palette based on these same models' skin color (Figure 5). We reached an expected pattern: a normative White beauty ideal.

⁵ Translation mine. Original text: “l'absència de models d'altres races en la publicitat audiovisual que es fa actualment a Espanya no fa sinó potenciar i accentuar l'existència d'un estereotip físic i social allunyat de la realitat de les minories ètniques que viuen actualment al nostre país.”

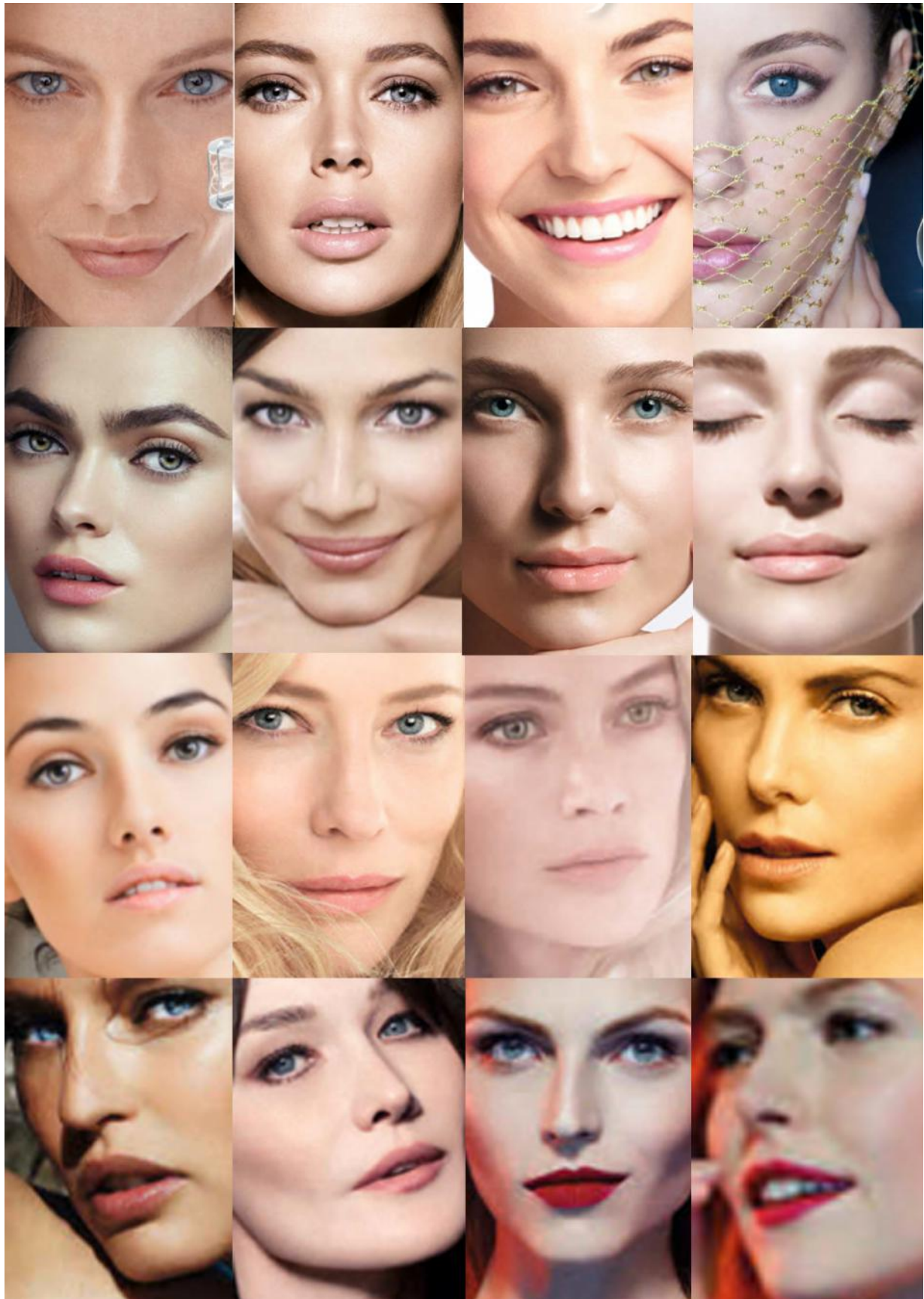


Figure 4. Ads from *Telva* Magazine, Spain (own elaboration). Sixteen first models that appeared at ads placed at *Telva* - October 2015 and January 2016 editions.

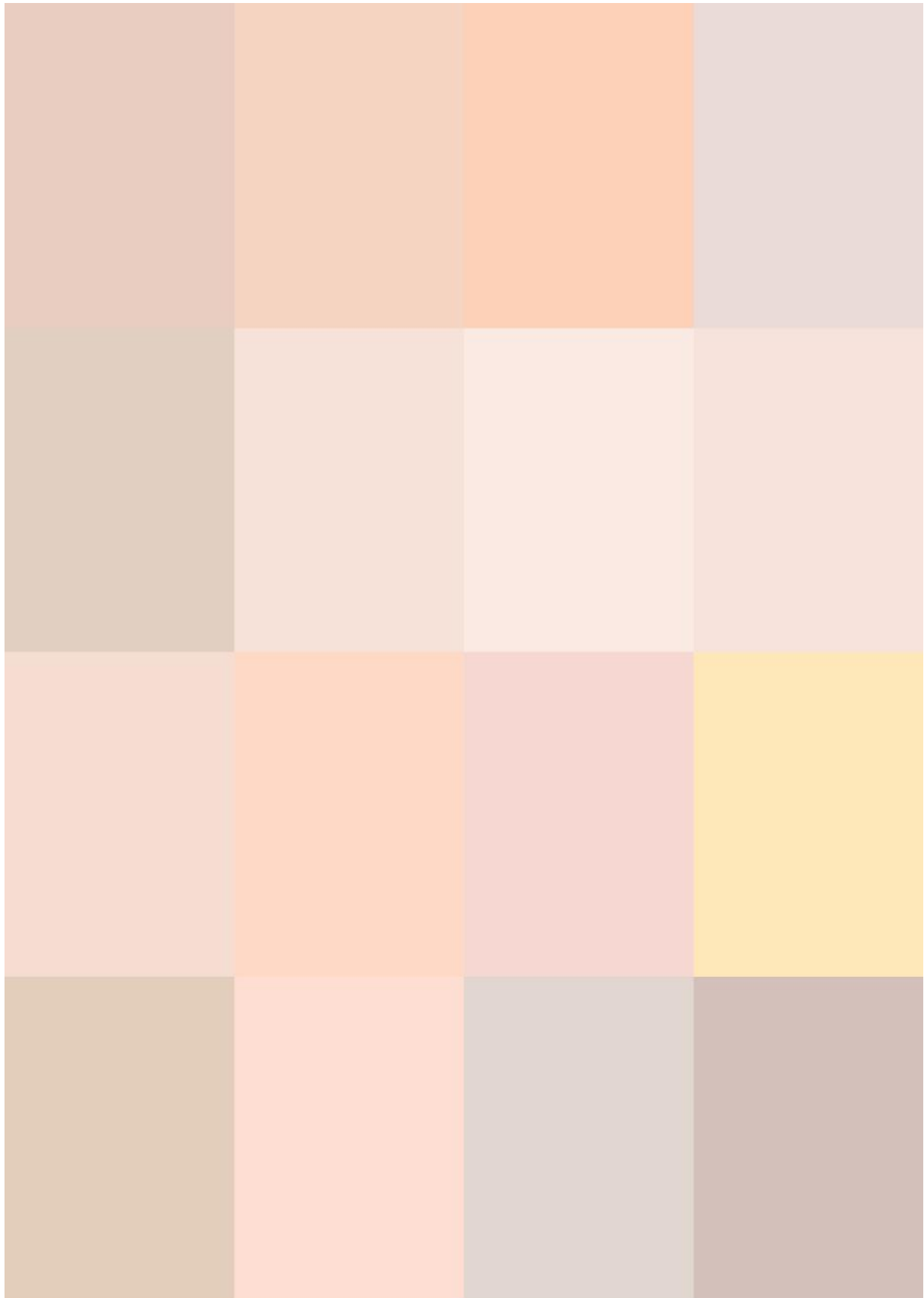


Figure 5. Color palette of *Telva's* models skin color (own elaboration). Adaption of model's skin colors to color blocks, performed with Photoshop. October 2015 and January 2016 editions.

3. Media Effects and Body Image

3.1. Communication Theories Applied to Body Image

This section brings a brief overview of communication theories often used in the field of body image. At the beginning, the first communication theories of the principles of the 20th century considered mass media as an omnipotent force, understanding the audience as an amorphous target who blindly obeys the stimulus-response scheme, such as in the hypodermic needle theory formulated by Lasswell (Mattelart & Mattelart, 1995/1997).

Although the hypodermic needle theory is barely - officially - applied to current research's theoretical frameworks, some existent body image studies employ a direct empirical design in order to obtain data linking use of media and BID. This type of practice is under scrutiny and it is criticized among researches (Perloff, 2014b).

Since Lazarsfeld (cited in Mattelart & Mattelart, 1995/1997), communication theorists assigned active roles to individuals, pointing out their capability of critically engaging with the content they are exposed to. The majority of current body image research consider as rather capable of critically interpreting images (Grogan, 2008, p.135).

Even though media has been recognized as one of the main influencers in shaping behaviors, the infinite complexity of audience members make it very difficult to determine how exactly it exerts influence (Schrøder, 2000, p.254). In an intent to explain how this media influence might affect on people's behavior, having in mind the active role of each individual, the Psychology based **social cognitive theory of mass communication** is the most commonly used conceptual framework in what regards body image and media effects (Levine & Harrison, 2009). This conceptual framework encompasses other theories – such as cultivation theory, thin-ideal internalization, among others -, which will be briefly addressed hereafter.

Social cognitive theory considers that people's acquisition of knowledge comes from observational learning. In other words, people gain knowledge not only by behaving in a certain way and then being rewarded or punish by their behavior. They also learn things through observing other people's behavior (Levine & Harrison,

2009, p.494) – their peers, family, or media models; “they construct possible solutions to problems and evaluate their likely outcomes, without having to go through a laborious trial-and-error process” (Bandura, 2009, p.95). Hence, specifically applied to communication, social cognitive theory is the understanding of how “symbolic communication influences human thought, affect and action” (Bandura, 2009, p.94).

The observational learning process applied to mass media is regulated by four subfunctions (Bandura, 2009, p.98-100), which are: (1) attentional, (2) retentional, (3) production and (4) motivational processes. (1) Attentional process is the active selection of information these individuals will be exposed to based on their personal preferences (cognitive, affective and biological events); (2) retentional process regards how this information is processed, interpreted and retained/remembered; (3) production process is related to the behavior, in other words, how this symbolic communication will translate into the individuals’ actual behavior – which is constantly compared to the information obtained in the first place; (4) motivational process are sources of motivation behind behaviors – which are sometimes discouraged or encouraged, depending on each society’s norms. What this individual expects as results/outcomes – negative or positive - of behaving in a certain way are other source of motivation.

As per the theories that form part of this conceptual framework related to body image and mass media effects, cultivation, thin-ideal internalization, social comparison and social learning/modeling are the most commonly cited.

- **Cultivation theory** (Gerbner, 1969; cited in Morgan, Shanahan, & Signorielli, 2009). It states that television shapes the conceptions of social reality. Consequently those who spend more hours watching TV are more prone to reflect its messages rather than the ones who spend fewer hours watching it. Most recent researches (Harrison, 2003; cited in Morgan et al., 2009) have found a relationship between TV exposure and body ideals – small waist and hips, for example – among women. Even though the ways people watch TV have been dramatically changing lately, these same theorists pointed out that what is important is the message sent and not the means by which it gets to the public.

- **Thin-ideal internalization**, which means to what extent a person absorbs the thin-ideal content showcased by media and integrates to his/her personal beliefs (Tiggemann, 2011).
- **Social comparison**, which is the process whereby people compare themselves to the idealized and normatized beauty patterns showcased by media (Tiggemann, 2011, p.17). It also applies to comparison to peers or any other person.
- **Social learning/modeling**, which states that people learn how to behave based on the explicit instructions provided by mass media. In this case, for example, learn what is the ideal body, how to behave in order to achieve it, etc. (Levine & Harrison, 2009).

Besides that, the socio-psychological theory of **uses and gratifications**, is still the “dominant paradigm for explaining media exposure in the field of communication studies” in general (Tumasjan, Sprenger, Sandner, & Welp, 2011, p.395). It is:

based on assumptions about individuals’ psychological traits, their motivations for selecting certain types of messages, and their level of involvement with the medium and/or the message (Katz et al. 1974; Rubin 2009). As such, according to this approach, audience members are inherently active, identifying (more or less) their needs, then choosing the media/message or other communication they expect will gratify those needs. (Andsager, 2014, p.408)

The theory stresses the individuals’ active role at defining which media or/and messages suit their needs based on their own personality and subsequently pursuing these needs, which bears a similarity with the social cognitive theory.

Although they share resemblances, uses and gratifications is not considered part of the social cognitive framework as a consequence of the following points of differentiation (Tumasjan, Sprenger, Sandner, & Welp, 2011, p.399-401):

- It disregards the motivational process – the incentives that motivate behavior, such as financial benefits or status gain, for example.
- It does not have a distinction among use and the consequences of this use

- It does not consider the consequences of gratification seeking, which can be either negative or positive.

3.2. Media Effects: Traditional Media

This project is exclusively focused on media effects and media portrayals of beauty standards, not only as a result of its communication nature, but also on the grounds that media is the most powerful influencer over BID in comparison to the other elements of the three-legged stool (peers and family):

The three sociocultural influences that have been identified as important transmitters of sociocultural ideals are parents, peers, and the media (...) However, the most powerful and pervasive transmitter of the sociocultural ideals of beauty are the mass media. Extensive correlational, experimental, and meta-analytic evidence supports the link between exposure to fashion magazines and particular forms of television (notably soap operas and music videos) and the outcomes of internalization of the thin ideal, body dissatisfaction, and eating disorder symptomatology for adult and adolescent women. (Tiggemann, 2011, p.15-16)

The effects of exposure to unrealistic beauty standards through traditional media was exhaustively studied and its impacts were measured - regarding levels of internalization of these same standards, body image's self-perception and satisfaction -, usually contributing to overall negative effects.

A meta-analysis (Grabe, Ward, & Hyde, 2008) concerning this topic - in which 77 correlation and experimental studies linking media exposure, internalization of the thin-ideal, eating behaviors and BID - showed that exposure to media seems to have an important role on influencing BID, both in printed and televised forms. 57% of the experimental studies evaluated provided consistent evidence of links between BID and media exposure.

Both adolescent and adult women exposed to magazine ads featuring the thin-ideal body expressed a "significantly greater body dissatisfaction than did those who

viewed neutral ads” (e.g., Halliwell & Dittmar, 2004; cited in Grabe et al., 2008, p.461). The same kind of exposure aired in TV commercials also increased women’s body dissatisfaction (e.g., Strahan, 2003; cited in Grabe et al., 2008, p.461). From that we could infer that the message of both these media affect BID rather than the channel where the message is transmitted.

Women’s beauty and fitness magazines hold a distinctive position among mass media, having been pointed out as the main sociocultural reinforcers and perpetuators of unattainable beauty standards (Currie, 1997; Dickey, 1987; Ferguson, 1983; cited in Sengupta, 2006, p.806; Morry & Staska, 2001; cited in Luff & Gray, 2009, p.134). Along with advertisements of fashion, beauty and cosmetic products (Levine et al., 1994; cited in Thompson & Heinberg, 1999), which resort to the body as a sales tool.

Beyond the normatization of beauty standards, media messages insinuate that “to feel good about one's self, women need to look good”; and looking good means “not only being healthy, but being beautiful (i.e., having an ideal body shape)” (Krane et al., 2001, p.02).

An emblematic research evidencing the close relationship between media and BID was conducted by Becker, Burwell, Gilman, Herzog, & Hamburg (2002), who were able to showcase the power of media in influencing BID and eating attitudes among adolescents from a Fijian island. These adolescents had their first contact ever with television in the 1990’s.

Before TV launch in this island, there was only one reported case of anorexia among the whole population. Additionally to that, the cultural values of the island stimulated “robust appetites”, and losing weight was seen negatively (Becker et al., 2002, p.509).

Relying on a longitudinal design, this study was performed twice, first in 1995 - right after television introduction in the island. And back again in 1998, three years after its launch. Television time was used as guide to determine the differences.

Research results showed that eating disorder attitudes and induced vomit rates had jumped between this short interval. Likewise “respondents living in households with a television set were more than 3 times as likely to have an EAT-26 score

greater than 20" (Becker et al., 2002, p.511), in which EAT-26 refers to an eating attitude scale.

Although there is evidence that the introduction of TV has impacted BID and eating disorders (EDs) among the adolescents somehow, the authors advise that a causal relationship cannot be established, since although television was inexistent, there were other forms of content with Western culture, such as advertisements, movie theaters, etc.

3.3. Media Effects: the Role of New Media and Social Media upon Body Image

Lately, as a consequence of the boom of internet and social media sites (SNSs) during the last decade, especially used by the adolescent population, there is an increasing amount of studies focusing on the role played by both these media on influencing body image concerns and EDs (Andsager, 2014; Perloff, 2014a, 2014b; Prieler & Choi, 2014; Smith, Hames, & Joiner, 2013; Stanley, Barnes, & Short, 2015; Tiggemann & Slater, 2013; Turner, 2014; Vandenbosch & Eggermont, 2015; Williams & Ricciardelli, 2014).

Although, as pointed out by Perloff, it would be naïve to admit an unidirectional and instantaneous impact through the binary of social media use and body image concern:

Given the multifaceted, multiply-determined nature of body image disturbance, it is unrealistic to expect that exposure to social media will exert a simple, direct impact on body disturbance (2014b, p.367)

His proposed theoretical framework (Perloff, 2014b) and extended version of it (Perloff, 2014a) published at *Sex Roles* has been one of the main guides to the research linking BID and social media. This framework has been broadened, changed and adapted by other authors (Andsager, 2014; Prieler & Choi, 2014; Turner, 2014; Williams & Ricciardelli, 2014), whose contributions came with adding

several other variables, such as culture of origin, the concept of body image beyond the thin-ideal, among others.

The aforementioned framework consists of using the communication theory of uses and gratifications to understand which might be the most vulnerable group to be influenced by social media content and what type of gratifications they seek (Perloff, 2014, p.368), based on transmediality – multiple exposure through different types of media.

Perhaps the most opposing criticism to Perloff's framework comes in an article written by Turner (2014), whose proposal includes the affordance theory: the benefits that come through computer-mediated communication vs. the negative approach given to social media use over body image:

Putting all of this together suggests that SNSs like Facebook might actually benefit individuals with body image concerns as they are exposed to a diversity of body types in their network allowing for prosocial downward comparisons that encourage them to see their own body through a more well informed and realistic lens while also exposing them to peer comparisons (rather than only mediated model comparisons as found in traditional formats). (Turner, 2014, p.398)

Although Turner's proposition brings a very interesting and optimistic perspective, the current literature seems to point out to an overall negative effect exercised by social networks rather than a positive one, which will be discussed later on. As a result of latent similarities with traditional media languages, and in many cases incorporation of the latter, there is compelling evidence supporting a negative influence of social media - exercised by peer comparison – over BID (Ferguson, Muñoz, Garza, & Galindo, 2014).

As part of this project's state of the art review, amid academic debates and as a result of the topic's recency, it is pertinent to gather existing information regarding SNS and new media related to body image concerns to map the area, understanding the most used methods and its gaps, which will as well support this study's empirical research section.

A total amount of 16 articles were analyzed (Carrotte, Vella, & Lim, 2015; Cohen & Blaszczynski, 2015; de Vries, Peter, de Graaf, & Nikken, 2016; de Vries, Peter, Nikken, & de Graaf, 2014; Fardouly, Diedrichs, Vartanian, & Halliwell, 2015a; Fardouly & Vartanian, 2015; Ferguson et al., 2014; Kalnes, 2015; Kim & Chock, 2015; Manago, Monique Ward, Lemm, Reed, & Seabrook, 2015; McLean, Paxton, Wertheim, & Masters, 2015; Smith et al., 2013; Tiggemann & Miller, 2010; Tiggemann & Slater, 2013, 2014; Tiggemann & Zaccardo, 2015; Veldhuis, Konijn, & Seidell, 2014) – refer to Table 8 at Appendix A to have an overview of all articles. The great majority (94%, $n=15$) of the studies were quantitative and the same amount applied surveys or questionnaires, while only 4% ($n=1$) were qualitative, applying as instrument in-depth interviews. Additionally, descriptive studies accounted as well for the great majority of all study designs ($n=11$), followed by experimental ($n=4$) and case study ($n=1$).

The most common measures used were the *Body Dissatisfaction Subscale* from the *Eating Disorder Inventory* from Garner, Olmstead, and Polivy, used in 4 studies, followed by the *Body Areas Satisfaction Scale* created by Cash, used in 2 studies.

Although the remaining studies, except the qualitative one ($n=9$), harnessed different body image concern measures among them, they all referred to previous developed scales utilized in other researches conducted and with consistent Cronbach's α 's. Except for the in-depth interview, in which the author herself created questions, there were no author-created measures to assess BID.

It is noticed that while BID measures are consolidated scales in the field, having internal consistency and being used several times in past studies, the measures to understand the use of social media are specifically created to the study in question ($n=11$), while 3 of them used both specific scales and previously used scales and only 1 study used exclusively a previously tested scale.

Among the whole sample, there was recurrence of the same social media scale (author-created) in two articles, more specifically because it was created by the same researchers, using exactly the same data for these articles (de Vries et al., 2016, 2014).

Of all studies analyzed, 94% ($n=15$) linked SNS/New media use to some type of body image concern – body image dissatisfaction, body esteem, body concerns,

body surveillance, body awareness, body shame -, with special attention to the platform Facebook, which was cited in 7 studies.

In these 15 quantitative studies, new media and social media either predicted, were correlated to, were related to or increased body image concerns among the sample, showing the relevance of continuing researching the topic.

4. Affected Groups and Outcomes: Theoretical and Empirical Discussion

4.1. Are Ethnic Diverse and/or Migrant Adolescents More Prone to Body Image Concerns? A Theoretical Look

Several intense physical/biological changes occur during the adolescence period. The intense and rapid transformations of the body and new sexual discoveries are just a few among many. At the same time, it encompasses as well a psychological and societal change: having distanced themselves from childhood – and everything that is part of it - the adolescent is capable of asking her/himself who is or who s/he would like to be or to be like. It all forms part of the identity creation during this period, consisting of a self understanding of being in the world (Schwartz, Montgomery & Briones, 2006; cited in Medina Bravo, 2006).

It is during the adolescence that these young individuals begin to wonder what others think of them and what type of social image they would like to show (Kroger, 2006; Medina Bravo, 2006). They want at the same time to be unique, and on the other hand to be part of a group, so that their basic needs are covered (Rodrigo Alsina & Medina Bravo, 2006, 2013). In other words, adolescents are willing to be accepted, and in order to do so they might portray a social image that complies with other's expectations.

Whether girls are early or late maturers, they may compare themselves to others and worry that they do not match their peers' rate of change. This can be especially problematic because adolescence is associated with the need to fit in and be like one's peers. (Paxton & Wertheim, 2011, p.79)

Studies have shown that the girls who are more susceptible to be influenced by the body ideals messages are the ones who consider appearance important, and the ones who most compare themselves to peers (Paxton & Wertheim, 2011), as per social comparison theory.

The transition to adolescence also involves the identity formation which could be summed up of how to be unique, although at the same time to be part of the group and identify with others (Ito et al., 2008).

On one level, I am the product of my unique personal biography. Yet who I am (or who I think I am) varies according to who I am with, the social situations in which I find myself, and the motivations I may have at the time, although I am by no means entirely free to choose how I am defined. (Ito et al., 2008, p.01)

And the sense of urgency orbiting discussions around identity are related to, among others, the globalization and increase of social mobility that contributes to the fragmentation of identity formation, which is no longer definite (Bauman; cited in Ito et al., 2008). Furthermore identity is currently understood as plural and fluid, in constant formation (Rodrigo Alsina & Medina, 2009, p.24).

This occurrence of social changes, such as mobility, might have a bigger impact on a teenager's identity than psychological changes (Brooks-Gunn, Warren, 1989; cited in Kroger, 2006). The event "might elicit a stronger impact on adolescent identity development due to the young person's heightened state of psychological arousal" (Kroger, 2006, p. 43). In other words, migrating to different cultures might be another heavy burden for a delicate period that is adolescence.

From a Psychology standpoint, culture has been pointed out as behavioristic shaper (Berry, 1997), and researchers initiated studies of how non-dominant groups, such as migrants, would react to the contact with new cultural standards. That is what is known as acculturation, term that will be employed following Berry's definition, which is a "general process and outcomes (both cultural and psychological) of intercultural contact" (Berry, 1997, p.08).

Berry (1997) is considered one of the canonic academics in acculturation, and has proposed a 4-piece framework by which people's acculturation attitudes or strategies could be classified. They are *assimilation*, *adaptation*, *segregation* and *marginalization*, which are influenced by multiple variables like individual factors (gender, age education, migration motivation, expectations, among others), society of origin context (political, economic, demographic), society of settlement's attitudes

and support towards migration, length of migration, prejudice and discrimination, among others.

Although it might be said that the process of adaptation to a new culture might be much more complex than a 4-piece framework classification, having in mind the multitude of variables both related to individual and group factors, society of origin and society of settlement's culture, politics, etc., as well as the uniqueness of one's own experience.

Additionally to that, Berry's model is also criticized because it is assumed that a person who migrated has the freedom to choose what type of acculturation strategy he/she might adopt, not focusing on how the host culture reacts to these individuals. As highlighted by Medina Bravo (2006, p.135), no one would choose to be part of an urban cultural "ghetto" unless he/she feel it is the only way to protect the corseted look of the Other.

Now, choosing as we chose to defend the free and personal integration between old family past and the new frames of the host society, we are aware of how hard this task is. So that the youth can face the creative task of integration, there must be different requirements that do not depend as much of the youth themselves, but from their surrounding environment: and the family not always allows this option (demanding the "separation" more or less implicitly) and let's face it, as host society often under the guise of integration, in reality, we are demanding the "assimilation" (that the Other one of Ours, assimilating our customs and ways of structuring social reality)⁶. (Rodrigo & Medina, 2008, p.158)

The acculturation process needs to be taken into account to bring a more holistic view of how the media messages are affecting these groups, since there is latent evidence that the more acculturated Mexican American and Cuban American women

⁶ Translation mine; Original text: "Ahora bien, optando como optamos por defender la integración libre y personal entre el viejo pasado familiar y los nuevos marcos de la sociedad de acogida, somos conscientes de lo duro de la tarea. Para que el joven pueda afrontar la tarea creativa de la integración deben darse diferentes requisitos que no dependen tanto de él como de su entorno circundante: y no siempre la familia permite esta opción (exigiendo la "separación" de manera más o menos implícita) y, reconozcámoslo, como sociedad de acogida en muchas ocasiones bajo el manto de la integración, en realidad, estamos exigiendo la "asimilación" (que el Otro sea uno de los Nuestrs, asimilándose a nuestras costumbres y maneras de estructurar la realidad social)".

were to the mainstream White culture in the United States, the higher the incidence of eating disorders. On the other hand, among Latina adolescent groups, the higher the identification with their heritage culture, the less impacted they were in what regards body image concerns by traditional media messages (Schooler & Lowry, 2011, p.240).

Other researches have pointed out similar effects in what regards assimilation and adoption of White Western body shape ideals (Franco and Herrera, 1997; Cachelin et al., 2006; cited in Grogan, 2008, p.160).

Now specifically aimed at adolescence and migration, Rodrigo and Medina (2008) theorized the significance of this identity intersection faced by the young generation of the Spaniard youth with diverse origins through three different perspectives: first one is having strong roots with the family origins and separating from the new society of settlement to keep traditions; denial of any and all family reference to the past, assimilating completely the values of the new culture; and lastly a balance between these two mentioned situations, that is combining references from the family origin and being curious and open to references from the new culture of settlement.

The culture in which a person is born and grows offers an emotional reference framework to build relationships; and concurrently humans have, at some point in life, the need to be accepted and respected by others (Medina & Rodrigo, 2005; cited in Medina Bravo, 2006, p.137). Additionally to that, the adolescents might also be facing a pressure from their peers to behave in a cultural authenticity manner, which is related to a trend in having a homogeneous and stereotyped vision of minorities (Medina Bravo, 2006, p.135).

On the other hand, the pressure these adolescents might suffer to be accepted by new peers and by the new society is made present, in a form of "forced assimilation". And in an effort to diminish cultural, language and ethnic barriers, much times imposed to minority groups such as migrants, they might assimilate the new culture completely and ignore their roots.

Following this same train of thought, adolescents from diverse origins might also be subject of a subtle discrimination (Pettigrew y Meertens, 1995; Navas, 1997; cited in Rodrigo & Medina, 2008), which might be found in "diffuse and vague

commentaries regarding a bigger sense of insecurity, social discomfort, etc.”⁷ (Rodrigo & Medina, 2008, p.158).

The pressure to conform to the normatized beauty standards of this new culture of settlement forms part as well as one more expectation to comply with. These beauty ideals promoted by media and reinforced by society, although sometimes not very diverse within the same culture, might vary significantly among different cultures.

The host society imposes some restrictions that make it very difficult, in several occasions, for them (migrant adolescents) to be recognized as a dual belonging and not even a change of belonging. Sometimes the requisites are impossible to comply with, since they imply a change of personal physical traits.⁸(Rodrigo Alsina & Medina Bravo, 2006, p.133)

Other perspective considered is the varying degrees of when the group of migrants moved to the new society of settlement. Depending on the recency, there might be a stronger or weaker influence of the messages from culture of origin and the new culture of settlement:

Ball and Kenardy identified a positive association between the length of time spent by immigrant women in Australia and the presence of weight-related values and behaviours similar to those of Australian-born women (Doris et al., 2015, p.156)

Another factor of influence is related to the distance from the parents' or grandparent's culture of origin. Although this research will not employ the term second or third generation migrants, since it considers that a person who was born in a new nationality is not a migrant anymore, this distance apparently has a big

⁷ Translation mine; Original text: “comentarios difusos y vagos sobre una mayor sensación de inseguridad ciudadana, incomodidad social, etc.”

⁸ Translation mine. Original text: “La sociedad de acogida impone algunas restricciones que hacen, en muchas ocasiones, muy difícil que se les reconozca no ya una doble pertenencia si no ni tan siquiera un cambio de pertenencia. A veces, los requisitos son imposibles de cumplir ya que implican un cambio de los rasgos físicos de la persona.”

influence on higher or lower risks of developing EDs due to the higher “degrees of acculturation” (Doris et al., 2015, p.156).

This migration novelty might also have an impact on the sociocultural background and identity beliefs, which are key to understand what types of messages are going to affect these groups the most.

For example, it is important to understand if there is a pressure to conform to dominant cultural standards. Studies performed in the United States indicate that embracing Anglo-cultural orientation had a role in Mexican American EDs:

Multiple authors have pointed out the role of embracing Anglo-cultural orientation in the development of disordered eating among Mexican Americans. According to Chamorro and Flores-Ortiz [10], the increased orientation towards Anglo-American culture among Mexican American women in the US was related to the development of EDs” (Doris et al., 2015, p.151)

In summary, the body is central to the personal affirmation during adolescence (Ortega et al., 1993; cited in Figueras Maz, 2005), so that it is also essential to identity formation. The body, again, it as form of symbolic capital that is out to be seen: how you look is key during this phase and “everyone is worried about appearance because it is their point of differentiation”⁹ (Figueras Maz, 2005).

And where they get their ideals of how to look come mainly from media, as discussed before. Media constitute the source of reference that adolescents take into consideration when establishing their ideas of beauty (Morales, 2006, p.176).

This same ideal is not only related to the body characteristics, but indeed to the positive concepts that are associated with this type of physique and traits, and the negative concepts associated with obesity, for example (Bordo, 1993). The same types of constructions extrapolate to several other spheres, such as ethnicities, sexual orientation, which also have established normatized ideas of “normality”.

⁹ Translation mine. Original text: “Tots, tant per afirmar-la com per negar-la, estan preocupats per l'aparença perquè és el que els permet diferenciar-se.”

So in order to integrate with this new society, this adolescent that comes from a different background might struggle even more to correspond to this same society's expectations, as well as their peers' expectations.

Considering that most of the time their bodies do not resemble the canons of beauty of these new culture – not only in terms of body slenderness, a pressure that affects all women, but especially skin color, eye color, face traits - might lead to several different negative outcomes. Among them, difficulties of integration with the peers, struggles with self-acceptance, as well as body image dissatisfaction.

4.2. How Exposure to Beauty Ideals Affect Women, with a Special Look at Ethnic Diverse and Migrant Adolescents Body Image

Previous exhaustive academic research data, both quantitative and qualitative, has shown women are “significantly more body dissatisfied after viewing thin-and-beautiful media images versus average-size, oversize, or non body images” (Groesz, Levine, & Murnen's, 2002; cited in Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2005, p.75). As well as conclusions showing that women are generally more dissatisfied with their appearance than men (Cooper & Fairburn, 1983; Furnham & Calnan, 1998; cited in Furnham, Badmin, & Sneade, 2002, p.582).

Furthermore it was observed that the negative impacts were greater mainly between adolescents, a susceptible group for whom the “developmental importance of appearance” is key (Damon, Lerner, Kuhn, Siegler, & Eisenberg, 2012; cited in Kimber, Georgiades, Jack, Couturier, & Wahoush, 2015, p. 121).

Nevertheless, body dissatisfaction was already identified among girls as young as 8 years old, being the preference toward thinness very similar to what is experienced among adolescent girls (Skemp-Arlt & Rees, 2006, p.63).

Within the sample examined in the above-cited investigation (third, fourth and fifth grade children/preadolescents in the US), 50.6% of the participants were dissatisfied with their current body shape, which seems a concerning percentage for such a young population.

And the preoccupation with dieting was already identified among girls as young as 5 years old, being the ones whose mothers were dieting twice as “likely to have ideas, concepts and beliefs about dieting” (Abramovitz & Birch, 2000, p.1161).

In an even smaller scale, these impacts were tested on migrant children in the US, where 12 studies were identified by Kimber, Couturier, Georgiades, Wahoush, & Jack (2014). The same type of literature review was conducted in 2015 by Doris et al. (2015, p.150), who identified 25 solid articles linking the level of acculturation to the Western culture and greater risks of developing EDs.

This amount of research is considered low, as stated by the scholars (Doris et al, 2015, p.150): “unfortunately, research studies investigating the social aspects of EDs, including the needs of patients from international communities outside of Western Europe and North America, have been scarce”. Which is also complemented by McKinley's research (2011, p.51), who says that “a limited amount of research has compared women of different ethnicities and sexual orientations”.

And this specific group should be more studied not only because we are living in a Globalized world with high rates of migration, but also because there is evidence that these groups are especially prone to be more dissatisfied with their bodies than their non-immigrant peers, since they are facing major cultural changes.

The adolescence is a period of intense body transformation, greater capacity of thinking of oneself and the sexuality discovery (Medina Bravo, 2006). It is as well the period of identity formation, in which fundamental questions such as what the other thinks of oneself and what type of social image one wants to offer (Medina Bravo, 2006, p.132), as previously mentioned throughout the text.

Some studies found that there is a preponderance of body dissatisfaction between migrant adolescents when compared to their non-migrant peers (Kimber et al., 2015), and this is expected since they are experiencing situations that go beyond the adolescence changes. Especially in what regards loss of social ties, as well as forced interactions with school, teachers and peers, “which might or might not align with their expectations, beliefs, behaviors of their culture of origin” (Chuang & Moreno, 2011; cited in Kimber et al., 2015, p.121). So acculturation should be always taken into consideration when studying migrant groups.

Regarding the volume of research investigating media effects and affected groups, from the beginning until current days, “the majority of this body image research has focused on White women” (McHugh & Kowalski, 2011, p.221). Although some studies evaluated the moderating effects of ethnicity and sociocultural background among Asian, Indian or Black women on beauty message’s internalization (Field, Colditz, & Peterson, 1997; Mumford, Whitehouse, & Platts, 1991; Robinson et al., 1996; Sjostedt, Schumaker, & Nathawat, 1998; Smith, Thompson, Raczynski, & Hilner, 1999; Striegel-Moore, Shrieber, Pike, Wifley & Rodin, 1995; cited in Ball & Kenardy, 2002, p. 207).

Even though the results of these researches are still dissonant. For example, in a specific ethnicity and body image study (S. L. Bryant, 2013) among Black children, findings showed that these kids were affected by the exposure to an European beauty standard because they would not find themselves represented on the images portrayed by the media outlets. It shows how important it is to understand what are the impacts of a possible non-identification with the majoritarian standards by minorities.

At the same time, findings from another investigation also conducted (Rakhkovskaya & Warren, 2016) in the US with college women showed that a strong ethnic identity for African Americans were protective against body dissatisfaction. Along with other studies implying the same protective role played by strong identification with your ethnic group (Akan & Grilo, 1995; Gray, Ford, & Kelly, 1987; S. M. Harris, 1994; Story, French, & Resnick, 1995; cited Grabe & Hyde, 2006, p.624)

Nevertheless there is academic debate in what concern this protective role of ethnic identity, since a meta-analysis evaluating 98 articles comparing body dissatisfaction between White, Black, Asian and Hispanic women in 2006 concluded that there are no significant differences among White and Non-White groups (Grabe & Hyde, 2006, p.633) regarding levels of BID.

Despite all this, the role of ethnic identity might vary according to each ethnicity. For Latin Americans, for example, although there was a strong identification with their traditional culture of origin, it did not protect them from internalizing the messages and increasing their body dissatisfaction. Either a stronger identification

with North-American culture did not predict a greater risk of body dissatisfaction, being the greater identification with a certain ethnic identity still inconclusive.

At one hand, some comparative studies indicated that White women either presented higher levels of BID, were more concerned with dieting or presented larger discrepancies between the ideal and current body when compared to Latin Americans (Barry & Grilo, 2002; Suldo & Sandberg, 2000; Franko and Herrera, 1997; Demarest & Allen, 2000; cited in Grabe & Hyde, 2006, p.624).

On the other hand, some studies pointed out different results, reporting that Hispanic women have indeed higher rates of BID than their White counterparts (McComb & Clopton, 2002, Robinson et al., 1996; cited in Grabe & Hyde, 2006, p.624).

Although the greater amount of research on this area has not found any type of significant differences between the level of BID among Hispanic or White women (Miller et al., 2000; O'Neill, 2003; Walker, Timmerman, Kim, & Sterling, 2002; Cash, Melnyk, & Hrabosky, 2004; Gardner, Friedman, & Jackson, 1999; Siegel, 2002; Cachelin et al., 2002; O'Neill, 2003; cited in Grabe & Hyde, 2006, p.624).

The situation for Latin Americans is complex, as a consequence of a highly hybridization of Latin America's culture, ethnicities, traditions, dual-identities, in addition to different and much times contradictory cultural references, and beauty references as well. Schooler & Lowry (2011, p.240) have come to the conclusion that when studying Latin American groups, their approaches to body, beauty and appearance might differ greatly depending on these aforementioned specificities. Therefore, these might be the root causes of mixed results found in previous researches working with Latino groups.

4.3. Preference for Lighter Skin Colors among Ethnic Diverse Groups and Body Image

A study conducted by Sahay & Piran (1997) among South-Asian Canadians measuring how different their body satisfaction levels were, divided by skin color tone and compared to European-Canadian body satisfaction levels showed that "South-Asian Canadian women were found to idealize light skin and had significantly

lower body satisfaction than did European-Canadian women - although this latter difference was not substantive" (p.168-169). Conclusions of this investigation assert that, although skin color might play a role in how satisfied women feel with their bodies, no one feels represented by the beauty ideals propagated by media, having as result a not substantive difference among dissatisfaction rates.

On the other hand, one of the first researches (Bond & Cash, 1992) to focus on the relationship between skin color and body image among African Americans. The majority of this study's participants (70%), independently of their own skin tone, rated the lighter ones as the most attractive to themselves and to their peers (p.882).

Moreover, what has shown consistency across the literature is that skin tone satisfaction is indeed related to higher body satisfaction (Bond & Cash, 1992; Bryant & Baker, 2003; Caldwell, Brownell, & Wilfley, 1997; Hall, 1995; Watt, 2006; cited in Mucherah & Frazier, 2013, p.1178).

Direct self-reports of skin-color dissatisfaction, on the other hand, were associated with more negative overall body-image evaluations, as well as with less facial satisfaction. (Bond & Cash, 1992, p.884)

Skin color plays a role in determining body ideals and body concerns (Grabe & Hyde, 2006), factor that is much of the times ignored by investigations concerning body image.

As aggravating, the majority of the literature concerning body image has developed specific scales and treatment approaches to work with White women, not necessarily being appropriate for minority populations (Grabe & Hyde, 2006, p.635).

Although a find not completely consolidated, in which findings are still dissonant, it is key to understand the context of the country and ethnicity in which these aforementioned researches were applied.

For example, among countries that were formerly colonized, there is still an association of dark skin colors with "denigration" and fairer skin colors with "goodness and power" (Hall, 1995; Russell, Wilson & Hall, 1992; Swami, 2007, Swami, Furnham, & Joshi, 2008, p.429), which was also highlighted by the *identification with the aggressor* theory.

On top of that, ethnic minorities usually suffer several types of implicit or explicit prejudice, which might contribute to dissatisfaction with their skin color and body that goes beyond the White ideals promoted and reinforced by media:

A number of studies have shown that dark-toned individuals face more discrimination than individuals with light-toned skin (Frisby, 2006; Keenan, 1996; Leslie, 1995), and that European (Caucasoid) features are accorded higher status, even within some minority ethnic groups (Maddox, 2004; Thompson & Keith, 2001). Finally, there is a strong association between skin tone and social status (Keith & Herring, 1991). (Swami et al., 2008, p.429)

In a study not strictly related to body image, although revealing of the White beauty model preference, conducted by Swami et al. (2008), skin color, hair length and hair color were used as measures of women's physical attractiveness among a sample of college men and women (figure 6).

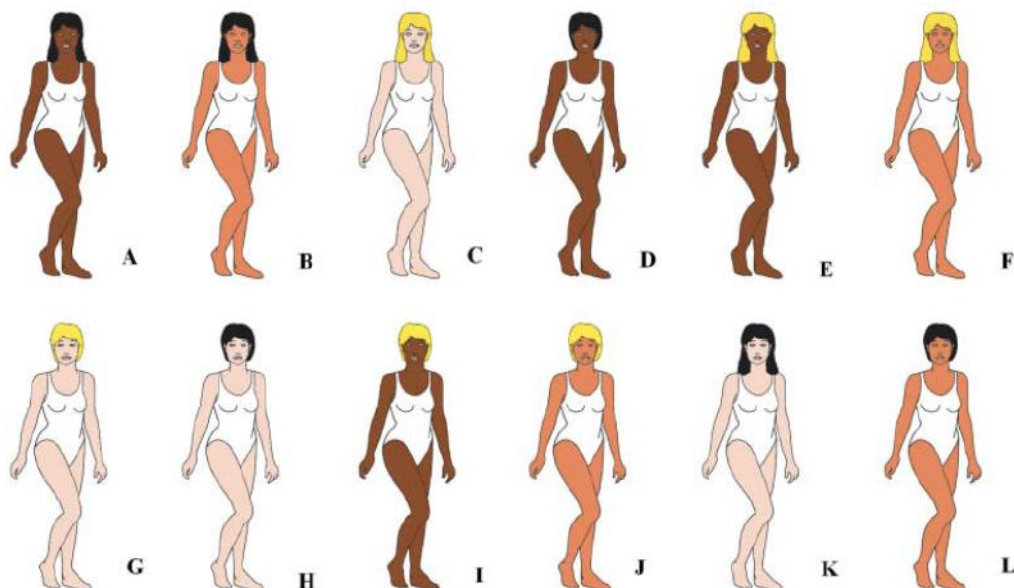


Figure 6. Figural Rating Scale to measure women's physical attractiveness in what regards skin color and hair color. *Note:* material used at study performed by Swami, Furnham, et al. (2008).

Light-toned and blond women were considered the most attractive ones, with skin-tones "lighter than the local average" (Swami et al., 2008, p.435).

A similar study conducted cross-culturally – in eight countries, namely Austria, Britain, Cyprus, Poland, Ukraine, Barbados, China and Pakistan - showed that in most part of these countries there is a clear association between being White and being beautiful and attractive (Swami, Rozmus-Wrzesinska, et al., 2008, p.334).

In a research conducted by Poran (2002) with Latina, Black and White samples in the US, indicated there is awareness of the importance of white skin color in the constructions of what is the beauty cultural standard, and the same awareness were not overtly found among the White sample.

Results from previous investigation suggest that besides the biased representation of beauty as almost exclusively White, a negative portrayal of other ethnicities rather than Caucasians might impact and lead towards an idealization for a paler skin:

Some authors have suggested that the negative portrayal of Black bodies in mainstream media may lead to privileging paler skin color within the Black community (Nayak, 1997), and to dissatisfaction with skin color and features that do not conform to a Eurocentric ideal (Lewis, 1996). (Grogan, 2008, p.159)

And this negative portrayal is not only limited to Blacks. Dixon, Azocar, & Casas (2003) when evaluating prime time TV ads in the US came to results that not only Latinos and Asian Americans were still underrepresented in them when compared to their population in this country, but they were also depicted in very specific stereotyped manners. For example, Latinos were most of the times linked to sexuality and attraction, while Asian Americans were depicted as typically passive adults who work at technology companies.

In summary, the preference for white skin color is mediated not only by a majority depiction of White beauty ideals through media, but as well as a result of the negative stereotypes associated with different types of ethnicity. These associations might impact in the preference for lighter skin color among varied populations studied, which much of the times consider lighter skin more attractive than darker skin, as also have an influence upon these same individual's body dissatisfaction.

4.4. Possible Outcomes of Body Dissatisfaction over Affected Groups

As briefly mentioned before, the pressure to conform to beauty ideals might lead to body dissatisfaction. BID is linked to several outcomes such as dieting, cosmetic surgeries, eating disorders and depression.

They will be briefly addressed as follows:

- **Eating disorders (EDs).** Eating disorders are the classification of illnesses related to some type of eating habits disturbance, such as anorexia nervosa, bulimia nervosa and binge eating. It consists of people experiencing “severe disturbances in their eating behaviors and related thoughts and emotions” (Parekh, 2015). Individuals who experience EDs “are extremely critical of themselves and their bodies” (Parekh, 2015), being extremely dissatisfied with their bodies.
- **Depression.** Depression is another illness that has been associated with body dissatisfaction, among women and adolescent girls (Franko & Striegel-Moore, 2002; Wardle, Waller, & Rapoport, 2001). BID along with weight concerns are considered mediating factors that should be taken into consideration in what regards depression, especially among the aforementioned sample.
- **Dieting.** It is pointed out as subsequent consequence of BID (Smolak & Thompson, 2008; Wertheim et al., 2008; cited in Tiggemann & Slater, 2014, p.607), in an intent to actively change the body shape and look. Dieting is as well used as a behavioral measure of BID.
- **Cosmetic surgeries.** They are cosmetic interventions to change aspects of an individual’s body. Their rate “have dramatically increased in recent years, and the surgeries that women elect most often—breast augmentation, followed by liposuction—reflect their body image concerns.” (Murnen, 2011, p.177). Brazilians have gone through a considerable amount of cosmetic procedures in previous years - the country ranks second in the entire world,

according to the International Society of Aesthetic Plastic Surgeons (ISAPS, 2013).

4.5. Brief Conclusions of Theoretical and Empirical Contributions

In a brief summary of the theoretical and empirical sections (see figure 7 for details), there are three factors pointed out as the main sociocultural perpetuators/influences over body image ideals: family, peers and media. Media, on the other hand, has been mentioned as the most pervasive of the three.

The main beauty ideals transmitted by media are normatized and narrow ones: generally thin, White and young women. The effects of traditional media over BID have been extensively studied and proved, and nowadays there is a trend towards studying the relationship between use of new media and SNS and greater levels of BID among adolescents.

Women and adolescents are the most affected groups when exposed to the aforementioned media. The process of comparing themselves to the normatized beauty ideals might lead to BID with their own figures.

Although it is worth noticing that media influence is not direct, as postulated by the social cognitive theory (Bandura, 2009; Levine & Harrison, 2009), having the audience an agentic and active role in filtering, interpreting and storing the messages. There are observational learning processes that regulate the degree of absorption and adoption of the content showcased by media, which includes personal preferences (cognitive, affective and biological events) in what regards the selection of the content being consumed. Along with how this content is retained, and later how it affects on changing behavior.

BID is closely related to several damaging outcomes, such as dieting and cosmetic surgeries, as well as serious illnesses as depression and eating disorders.

Ultimately, researchers have looked for solutions to decrease the rates of body dissatisfaction among men and women. The suggestion, according to Grogan, would be the acceptance “of a variety of body types” and the “focus on body function rather than aesthetics” (Grogan, 2008, p.207).

The solution, along with the one suggested by Feminist theorists (McKinley, 2011) – change the messages/change the whole communication mentality – might seem still utopic and far from being reached, although there are successful cases of action research and dissemination of body positive messages and body appreciation proven to decrease BID (Andrew, Tiggemann, & Clark, 2015; McHugh & Kowalski, 2011; Wood-Barcalow, Tylka, & Augustus-Horvath, 2010).

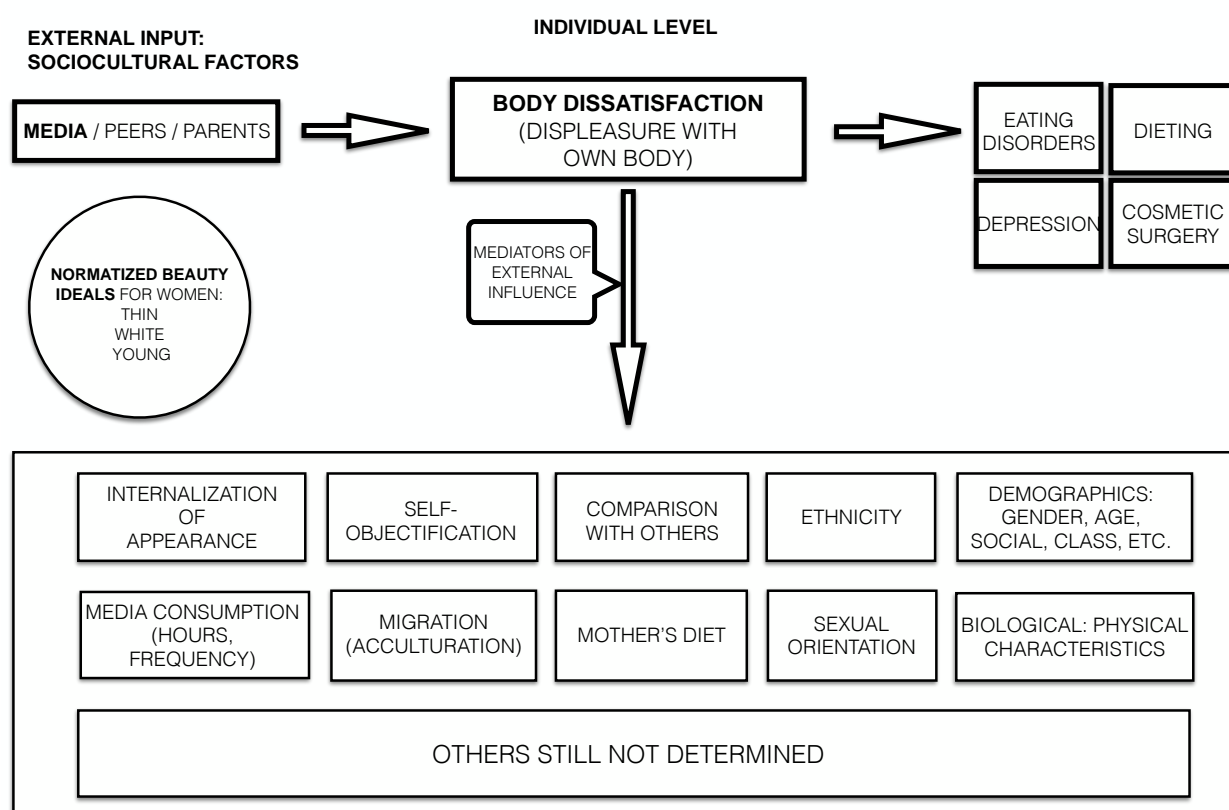


Figure 7. Theoretical framework and state of the art summary (own elaboration).

5. Empirical Research

This project proposes the use of mixed methods, both qualitative and quantitative, as well as a division per article, in accordance to its proposition of being a research project aimed at the development of a PhD Thesis by compendium of articles – in conformity with Universitat Pompeu Fabra’s regulations¹⁰ -.

This section is divided in accordance to this project’s proposed articles, four in total, by which each specific objective, methodology & instruments, procedures, sample/participants and aspired journals for future publication are summarized in a synthesis table, and followed by further detailed information regarding each one of them.

Before heading to the concrete aspects of each article, the general objective, which is the global concept that encompasses all of the four articles of this project, is explained.

General Objective

The ultimate objective of this research is to further understand how media messages might have an impact on body satisfaction of adolescent girls from diverse origins living abroad, shedding some light in a still reduced research branch, in order to hopefully achieve social and academic impact.

By having a better understanding of how specific cultural, cognitive and personal preferences moderate the relationship between media messages and body image dissatisfaction, this project aims to provide at the same time further scientific knowledge for the general subject of body satisfaction, migration and ethnic minorities. This research’s social motivation is intended to improve this group’s wellbeing in new societies of settlement.

¹⁰ For more details regarding PhD’s full regulation, see: https://www.upf.edu/decom/_pdf/normativa/modificacionTesisCompendio_2015.pdf

5.1. Body Image Concerns and Social Media Use among Adolescents: a Scoping Review (Article 1)

By employing the literature review already harnessed for this project's proposal, article 1, entitled 'Body image concerns and social media use among adolescents: a scoping review' consists of a systematic review of the literature surrounding body image concerns and social network sites.

A summary of its proposition can be found following at Table 1, and for this specific case this Master's final project already proposes a preliminary article for evaluation - please refer to Appendix A for full disclosure - which includes thorough information regarding sample, methodology and procedure.

Table 1. *Body image concerns and social media use among adolescents: a scoping review (Article 1; preliminary title)*

Specific Objectives	O1. To map the latest literature trends regarding body image concerns and media
Methodology / Instruments	Qualitative / Scoping review (Arksey & O'Malley, 2005)
Sample	<i>n</i> = 16 valid articles addressing new media and BID (please refer to Appendix A)
Journal	<p>1st option: <i>Eating and Weight Disorders</i> Journal's Impact Factor (2014) SJR (SCOPUS): .318 JCR (Web of Science): .785</p> <p>2nd option: <i>Comunicación y Sociedad</i> Journal's Impact Factor (2014) SJR (SCOPUS): .43 JCR (Web of Science): NA</p>

Note: Own elaboration.

5.2. Media Use, Acculturation, Ethnicity and Body Image

Dissatisfaction: Impacts on Girls from Brazilian Origins Living in Spain (Article 2)

Proposed article's resumed information can be found at Table 2.

Table 2. *Media use, acculturation, ethnicity and body image dissatisfaction: impacts on girls from Brazilian origins living in Spain (Article 2; preliminary title)*

Specific Objectives	<p>O2. Evaluate the degree of acculturation among adolescent girls from Brazilian origins living in Spain</p> <p>O3. Analyze the degree of body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p> <p>O4. Evaluate the relationship between year of arrival in Spain and body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p> <p>O5. Evaluate the relationship between family composition and body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p> <p>O6. Analyze the relationship between ethnicity and body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p> <p>O7. Analyze the association between media use (in general and divided per media type) and body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p> <p>O8. Investigate the relationship between acculturation, ethnicity, media use and body image dissatisfaction among adolescent girls from Brazilian origins living in Spain</p>
Methodology / Instruments	<p>Quantitative / SASH-Y* (Barona & Miller, 1994); EEICA** (Conti, Slater, & Latorre, 2009; Ignacio Baile, Guillén Grima, & Garrido Landívar, 2003); Media use (own elaboration)</p> <p>*SASH-Y - <i>Short Acculturation Scale for Hispanic Youth</i></p> <p>**EEICA - <i>Escala de Evaluación da Insatisfacción Corporal para Adolescentes</i></p>
Participants	$n=$ 180 adolescent girls from Brazilian origins living in Spain
Journal	<p>1st option: <i>Body Image</i> Journal's Impact Factor (2014) SJR (SCOPUS): .944 JCR (Web of Science): 2.042</p> <p>2nd option: <i>Sex Roles</i> Journal's Impact Factor (2014) SJR (SCOPUS): 1.043 JCR (Web of Science): 1.735</p>

Note: Own elaboration.

5.2.1. Justification of specific objectives.

Quantitatively determining the degree of each of these variables and the relationship between them provide a broad view of the main probable causing factors affecting BID. Additionally, it delivers extrapolable results that might be applicable to a broader population cluster.

5.2.2. Participants.

The sample will consist of 180 girls with Brazilian origins, between ages 16 to 18 years old, divided between the three cities with the higher concentration of Brazilian population within Spain. They are Barcelona (15,3%), Madrid (16,5%), and Valencia (4%) (“Instituto Nacional de Estadística (National Statistics Institute),” 2014).

Girls will be recruited through Facebook forums for Brazilians or people with Brazilian origins living in Spain. For Barcelona, through *Brasileiros em Barcelona* (<https://www.facebook.com/groups/brasileirosembcn/?fref=ts>), whose community consists of 9603 members; for Madrid, through *Brasileiros em Madrid* (<https://www.facebook.com/groups/282051551863073/?fref=ts>), whose community consists of 6498 members; and lastly for Valencia, through *Brasileiros em Valencia* (<https://www.facebook.com/groups/brasileirosemvalencia/?fref=ts>), with 2277 members.

Additionally, as a form of guaranteeing the high spreadability of the questionnaire across the Brazilian community leaving in Spain, Brazilian Associations of students and researchers will be contacted, such as the following:

- APEC (*Associação de Investigadores e Estudantes Brasileiros na Catalunha*), website available at: <http://apecbcn.org/2016/05/revista-de-estudios-brasilenos-esta-recebendo-artigos/>

The study will comply with all ethical demands established to deal with adolescents in Spain, following the regulations of the *European Commission Ethics for Research* (ECEFR) and *The Research Ethics Guidebook*¹¹, both of them adopted

¹¹ For more information go to: http://ec.europa.eu/research/participants/data/ref/fp7/89888/ethics-for-researchers_en.pdf; and http://ec.europa.eu/research/participants/data/ref/fp7/89807/informed-consent_en.pdf

by the Universitat Pompeu Fabra¹². By the age of 16 and on, adolescents are only required to consent themselves to participate in the research.

The participation will be voluntary and confidential, and the participants will be clearly informed of the “research goals, possible adverse events, possibilities to refuse participation or withdraw from the research, at any time, and without consequences”, as per ECEFR’s regulations.

For more information regarding the Brazilian community living in Spain and their demographic characteristics and justification, resort to Appendix B.

5.2.3. Methodology & instruments.

An online questionnaire survey using scales will be used to evaluate the degree of body image satisfaction, ethnic identity and acculturation. This method was chosen because questionnaire appraisals were considered more applicable for pre-adolescents and adolescent samples once body image is assessed (Cash, Smolak, 2011; cited in Kimber et al., 2014, p.896), since talking about one’s body can be a sensitive topic. So adopting this method is more respectful of different preferences (Kimber et al., 2015, p.123), since this article aims at a broad sample.

It will mainly focus on acculturation, ethnicity, media self-declared use and body image dissatisfaction, leaving the White beauty ideal pressure to be addressed at its qualitative section (Article 3).

This study will utilize specific questionnaires vastly used in literature. Firstly, it will include an acculturation scale, the *Short Acculturation Scale for Spanish Youth* (SASH-Y; Barona & Miller, 1994), which besides its whole acculturation evaluation, also comprises a question regarding ethnicity.

SASH-Y measures exclusively the degree of acculturation to a new culture, it was adopted and validated in previous studies concerning acculturation and body image (Kimber et al., 2015; Kolodziejczyk et al., 2014). Ultimately, this scale is not yet validated to either Spanish or Portuguese, so a first step will be a cultural back translation to both languages.

¹² For more information go to: <https://www.upf.edu/rs/es/rri/etica.html>

Secondly, as an instrument to measure body image dissatisfaction, this research will resort to a validated scale – both with Brazilian and Spanish samples - called *Escala de Evaluación da Insatisfacción Corporal para Adolescentes* (EEICA). The Spanish version was developed by Ignacio Baile et al. (2003) and the Portuguese version was culturally validated by Conti et al. (2009).

Thirdly, it will also include self-reported media use in minutes, divided by media type, assessing both traditional and new media formats. Similar formats were applied to other studies concerning media use and body image concerns (Bair, Kelly, Serdar, & Mazzeo, 2012; Kathryn, Janet, & David, 2004; Kim & Chock, 2015; McLean et al., 2015), and they are usually adapted to each studies' needs.

To begin with, some points should be taken into consideration before choosing a scale that truly matches a study's methodological design. According to Cash (2011), they are: the age appropriateness and validity for the groups' age; sex and gender compatibility, since the beauty and body ideals differ completely for men and women; and culture adaptation for each ethnicity and nationality, for example.

Specifically regarding translations, a cultural one should be executed in order to “assure that the construct has the same meaning across cultures”. The process should follow systematical rules, i.e. “forward and backward translation and reconciliation of disparities” (Cash, 2011, p.132), which will be taken into consideration for the scales selected to this study.

During the process of choosing the right scale for this project's aims, different validated approaches were compared so that to come to a final decision. More information and suitability of each scale for this proposed study follows.

5.2.3.1. Acculturation - Short Acculturation Scale for Hispanic Youth (SASH-Y).

The final scale chosen to this study is the Short Acculturation Scale for Hispanic Youth (SASH-Y) (Barona & Miller, 1994), a validated scale that demonstrates “excellent internal consistency” (Davis & Engel, 2011, p.33).

The scale is composed of “12 items assessing three domains: Extra- familial language use (items 2, 3, 9), familial language use (items 1, 4, 5, 6, 7, 8), and ethnic

social relations (items 10–12)” (Davis & Engel, 2011, p.34), and uses a 5-Likert point scale for answers (see Appendix C for details).

SASH-Y is an unidimensional scale, which means it “consider(s) the acculturating process as a zero-sum behavior or “linear” in which individuals move along a single continuum, ranging from the immersion in one’s culture of origin to the immersion in the dominant or host culture” (Cabassa, 2003; Cuellar, Arnold & Maldonado, 1995; cited in Davis & Engel, 2011, p.30).

It is focused on the young Hispanic population living in the US and it was the most similar scale to our knowledge to suit this project’s needs, since no measure of acculturation of Brazilians living abroad was found in the main academic databases – Web of Science and SCOPUS.

Other sixteen similar scales were evaluated to determine its suitability to this study (see table 3), all gathered and contrasted in a study conducted by Davis & Engel (2011).

SASH-Y was chosen as a consequence of its suitability among youth population, which was not inherent to the other ones analyzed, and as a consequence of its use in other studies relating body image and acculturation (Kimber et al., 2015; Kolodziejczyk et al., 2014). In addition to SASH-Y’s brevity and reliability (alpha coefficient of 0.94).

Since all scales need to be validated when working with different populations, SASH-Y will be adapted to this project’s group of study and pre-tested for validity. It will be translated from its original language, English, to both Spanish and Portuguese by two translators, and then translated back to English by a third translator, following validation norms (Cash, 2011).

Table 3. *Acculturation scales revised*

1	Short Acculturation Scale for Hispanics (Marin, Sabogal, Marin, Otero-Sabogal, & Perez-Stable, 1987)
2	Short Acculturation Scale for Hispanic Youth (SASH-Y) (Barona & Miller, 1994)
3	A Brief Acculturation Scale for Hispanics (Norris, Ford, & Bova, 1996)
4	Acculturation Index for Mexican Americans (Mainous, 1989)
5	The Los Angeles Epidemiologic Catchment Area (LAECA) Acculturation Scale (Burnman, Hough, Telles, & Escobar, 1987)
6	Acculturation Scale for Mexican Americans (Deyo Diehl, Hazuda, & Stern, 1985)
7	Children's Acculturation Scale (CAS) (Franco, 1983)
8	Bidimensional Acculturation Scale for Hispanics (BAS) (Marín&Gamba, 1996)
9	American and Puerto Rican Cultural Involvement Scales (Cortes, Rogler, & Malgady, 1994)
10	The Abbreviated Multidimensional Acculturation Scale (AMAS-ZABB) (Zea, Asner-Self, Birman, & Buki, 2003)
11	Acculturation Rating Scale (Montgomery, 1992)
12	Cultural Life Styles Inventory (Mendoza, 1989)
13	Acculturation Rating Scale for Mexican Americans-II: A Revision of the Original ARSMA Scale (Cuellar, Arnold, & Maldonado, 1995)
14	Psychological Acculturation Scale (PAS) (Tropp, Erkut, Coll, Alarcon, & Vazquez-Garcia, 1999)
15	Bicultural Involvement Questionnaire (Szapocznik, Kurtines, & Fernandez, 1980)
16	The Societal, Attitudinal, Familial, and Environmental Acculturative Stress Scale (Chavez, Moran, Reid, & Lopez, 1997)

Note: contrast of acculturation scales conducted by Davis & Engel (2011).

5.2.3.2. Assessing body image dissatisfaction.

This study will adopt global subjective satisfaction scales, which is “one’s overall evaluation of the body in terms of satisfaction.” (J. E. Krawczyk, Menzel, &

Thompson, 2011, p.155). Namely, it is a self-evaluation and self-declared statement of how satisfied a person is with his/her own body, which matches this study's needs.

Global subjective satisfaction scales encompass four common tools to assess body satisfaction: 1) figural rating scales, 2) questionnaires, 3) interviews and 4) state measures (body size estimations).

1) Figural Rating Scale is a technique by which drawings or pictures of the body are presented, and ranges of different types of silhouettes are displayed (such as exemplified by Mulasi-Pokhriyal & Smith, 2010), mostly used among children, who are not alphabetized yet. 2) Body Size estimation techniques consist of a quantitative self-declared estimation of the size of one's body, which is usually contrasted with real measurements taken of the person (as exemplified by Brunch, 1962; cited in Grogan, 2008, p.54). 3) Interviews will be addressed at Article 3 (see section 5.3.).

And lastly 4) questionnaires, which will be harnessed as tools to this proposed article as a consequence of their suitability for quantitative measures, its malleability, easiness in spreading and gathering content, besides its low cost of application. It is one of the preferred options among body image concern studies, as per the articles evaluated at the literature review.

Although *Eating Disorder Inventory – Body dissatisfaction subscale* (EDI; Garner, Olmsted, & Polivy, 1983) is the most recurrent scale used among the literature, it will not be applied to this research since it was not validated in Brazil. So what was done in order to guarantee the validity of the data obtained with the body image scale, which is key to the development of this study, was to search for a body image scale that was validated both in Spanish and Portuguese, and preferentially tested in Spain and Brazil. Besides that, another prerequisite is to be well tested with adolescents in another effort to guarantee valuable results.

Escala de Evaluación da Insatisfacción Corporal para Adolescentes (EEICA, see Appendix D for details), which was developed and validated by researchers from Navarra (Ignacio Baile et al., 2003) and then culturally validated and reproduced in Brazil with a Brazilian adolescent sample (Conti et al., 2009) was found and chosen, due to the following characteristics:

- It showed internal consistency, with a Cronbach alpha of 0,91 in Spain and 0,93 in Brazil (among women).
- It already includes questions based on the Social Comparison (questions 1, 18, 24; appendix D) and Social Learning/Modeling (questions 3,5,11,14,19,20; appendix D) theories.
- It is available both in Spanish and Portuguese; it was tested and validated both in Spain and Brazil with adolescents from 12 to 19 years old.
- It can be applied as a self-administered questionnaire, which enables the scale to be filled up online.
- The application time had an average of 4,5 minutes, which constitutes an instrument of quick and easy comprehension (Conti et al., 2009, p.522).
- The EEICA is recommend for both Brazilian and Spanish adolescents (Conti et al., 2009, p.522).

After these considerations, and as a consequence of this study's own budget limitations, as well as the great availability of this type of method, the online self-report questionnaire EEICA was visualized as the most feasible tool to be used for BID assessment.

5.2.3.3. Media use.

To measure media use, this study will count upon self-reported information - as per its descriptive design - in minutes, divided by the following media type:

- SNS – Total time
 - *Facebook*
 - *Pinterest*
 - *Whataspp*
 - *Instagram*
 - *Snapchat*
- Computer/Tablet
- Magazines
- TV/DVD

Participants should assign the amount of time - in minutes - they spend with each type of media during weekdays and during weekends. These data will be further related to the other scales in order to establish their possible relationship.

5.2.3.4. Others.

The following additional questions will be incorporated to the final questionnaire: (1) year of arrival in Spain, in case of migration; (2) family composition (mother and father's nationality); (3) the willing to participate in a semi-structured interview, which will lead to Article 3 of this research.

5.2.4. Procedure.

Online questionnaires, powered by Google Drive, will be posted online on the mentioned forums and participants will be asked to answer it.

5.2.5. Data analysis.

The IBM software SPSS (Statistical Package for the Social Sciences) will be used as a tool to perform all data analysis. The analysis will consist of harnessing both descriptive and inferential statistics.

For the Descriptive statistics, Chi-Square will be the main tool to evaluate the relationship between the nominal variables contained at the questionnaires used here. As an example, the relationship between family composition and ethnicity.

For the Inferential Statistics, ANOVA will be used to determine the relationship between the nominal and scale variables. As an example, the relationship between ethnicity and BID.

As well as regressions and Pearson's correlation, which will be performed to determine the relationship between the scale variables. As examples:

- Correlation between media use and BID.
- Regression to determine if BID can be predicted based on sample's level of acculturation.

5.3. Mass Media's White Beauty Pressure and Body Dissatisfaction: Perceptions of Adolescents from Brazilian Origins Living in Spain (Article 3)

Summarized information for this article follows at Table 4.

Table 4. *Mass media's White beauty pressure and body dissatisfaction: perceptions of adolescents from Brazilian origins living in Spain (Article 3; preliminary title)*

Specific Objectives	<p>O9. Explore and describe adolescents' perception of their body, in what regards body image and body dissatisfaction among the participants</p> <p>O10. Understand the effect of magazine advertisements portraying White beauty standards over the spectrum of body image perception and satisfaction</p> <p>O11. Understand the role of acculturative process on the spectrum of body image perception and dissatisfaction</p>
Methodology / Instruments	Qualitative / Semi-structured in-depth interview (Adapted from Kimber et al., 2015 & Ahern, Bennett, Kelly, & Hetherington, 2011)
Participants	<i>n</i> = 15 adolescent girls from Brazilian origins living in Spain
Journal	<p>1st option: <i>Gender, Place & Culture</i> Journal's Impact Factor (2014) SJR (SCOPUS): 1.319 JCR (Web of Science): 1.183</p> <p>2nd option: <i>Journal of Intercultural Communication</i> Journal's Impact Factor (2014) SJR (SCOPUS): 0.15 JCR (Web of Science): NA</p>

Note: Own elaboration.

5.3.1. Justification of specific objectives.

Qualitatively exploring the adolescent's perceptions of their body, the role of mass media towards normatized White ideals and slenderness might generate in-

depth knowledge of the root causes behind BID. Furthermore, it allows for the emergence of information not yet uncovered in the literature.

5.3.2. Methodology & instruments.

The main expectation of using an in-depth interview is that interviewees might express themselves as they would like to and use their own words - in an effort to obtain more clarity on a topic (Morris, 2015, p.5).

The advantages of this type of instrument are that women are given the freedom to express how they feel, rather than just answering preplanned questions (Grogan, 2008, p.48), and it opens the possibility of exploring the “complexity of young women’s relationship with the thin ideal” hearing it from themselves (Ahern et al., 2011, p.71).

The interview was designed in order to establish the probable causal interference (Holmstrom, 2004, p.199-200) of media over body dissatisfaction – using media images as prompts to incite discussion, with complementary approaches to skin color, eye color, hair type and acculturation.

Although this method is not as well free of criticism, since it can artificially create an environment by which it might seem that media have a greater influence over body image than it actually have, it is a complementation to previous methods planned to be used in this research (Grabe et al., 2008, p.461).

In addition, it is worth highlighting that the interview contemplates questions addressing the communication theories discussed at the theoretical section, such as the thin-ideal internalization and social learning/modeling theories – through the following inquiries:

- **Question 2:** Why do you think looking a certain way is really important to some girls and boys?
- **Question 3:** Based on previous experiences, how would you describe the ideal body appearance for a girl in terms of size, shape, skin color, hair type, etc.?
- **Question 6:** “Sometimes people get their ideas about what ‘looks’ good from other people, like friends, classmates, strangers or famous people on TV.

Can you tell me a little bit about where you get your ideas about what looks good? Are they mainly from Brazil, Spain, any other country or mixed?"

5.3.3. Participants.

The sample will consist of 15 girls, between ages 16 to 18 years old, who participated in the Article 2's phase and demonstrated interest in continuing to contribute to the research. The size of the sample matches similar researches on the area (Kimber et al., 2015; Wood-Barcalow et al., 2010).

As already addressed at Article 2, this study will comply with all ethical demands established to deal with adolescents in Spain, following the regulations of the *European Commission Ethics for Research* (ECEFR) and *The Research Ethics Guidebook*, both of them adopted by the Universitat Pompeu Fabra.

5.3.4. Procedure.

There will be compliance with all ethical demands established to deal with adolescents. Approval from parents for participants with less than 16 years old will be obtained before the study is performed.

All the participants should consent to participating in the study as well as the use of audio-recorders, and sign a legal contract ensuring their approval. The interview can take place at adolescent's own discretion, as long as it meets this research's budget limitations. Adolescents will also be informed and will have the right to receive a debrief protocol from the researchers after the study is finalized.

5.3.5. Image Selection.

Ads from best-selling beauty and fashion magazines from Spain – *Glamour*, *Elle*, *Telva*, among others - and Brazil – *Glamour*, *Vogue*, *Marie Claire*, among others - will be selected and showcased to all participants as prompts. The ads must showcase White beauty standards - considering Skin Color, Hair Type, Body Shape and Weight – in order to raise the discussion around the importance of these traits to body satisfaction.

5.3.6. Interview guide.

The questions that will form part of the study were adapted from two researches (Ahern et al., 2011; Kimber et al., 2015) - performed recently with adolescents - that employ a qualitative approach to body image and body dissatisfaction (see appendix E), approaching migration, acculturation and body image dissatisfaction.

The interview guide will be translated both to Portuguese and Spanish by professionals, adapting it to the cultural and social reality of the studied group, and will be applied according to the language preference of the adolescent.

The order of the questions and exposure to the images will be performed in the following way:

1. Questions 1 to 6 are asked.
2. Exposure to Prompts (images).
3. Continue with questions 7 and 8.

5.3.7. Data Analysis.

Grounded Theory will be used to evaluate the results obtained at the in-depth interviews, as postulated by Glaser & Strauss (1967; cited in Lindgard, Albert, & Levinson, 2008). As per what the theoretical framework and state of the art of this project exposes, researches regarding media effects on body image among ethnic diverse and migrant groups are still rare. As grounded theory applies an inductive approach to the data collected in order to uncover new concepts or generate themes (Lindgard et al., 2008), this data analysis method fits this research's needs. Grounded theory was also applied to body image research whose focus were uncommon studied themes, such as a Feminist perspective over body image and female athletes (Krane et al., 2001) and positive body image for young adults (Wood-Barcalow et al., 2010).

Codes and concepts will be created according to the results obtained in the interviews. And lastly, the QSR International software NVivo will be used as tool to perform the data analysis.

5.4. The White Beauty Tyranny? Content Analysis of Women's Magazine Ads (Article 4)

The detailed information for this article follows (Table 5).

Table 5. *The White beauty tyranny? Content analysis of women's magazine ads (Article 4; preliminary title)*

Specific Objectives	<p>O12. Examine the frequency of portrayals of different physical characteristics (hair type, hair color, eye color, body type, attire, skin color) among the sample</p> <p>O13. Examine the relationship between body type and skin color among the sample</p> <p>O14. Examine the association of age, body type, hair type, hair color, eye color, skin color (physical attributes), and model's emotions among the sample</p> <p>O15. Examine the relationship between type of products advertised and physical attributes among the sample</p> <p>O16. Examine the relationship between skin color and types of beauty among the sample</p> <p>O17. Examine the relationship between skin color, type of products advertised and magazine where ad was placed among the sample among the sample</p> <p>O18. Examine the relationship between skin color and ad size and ad position among the sample</p> <p>O19. Examine the relationship between magazine's country of origin and physical attributes among the sample</p>
Methodology / Instruments	Quantitative / Content Analysis
Sample	<i>n</i> = 600 ads
Journal	<p>1st option: <i>Journal of Communication</i></p> <p>Journal's Impact Factor (2014) SJR (SCOPUS): 2.68 JCR (Web of Science): 3.16</p> <p>2nd option: <i>International Journal of Intercultural Relations</i></p> <p>Journal's Impact Factor (2014) SJR (SCOPUS): 0.671 JCR (Web of Science): 1.058</p>

Note: Own elaboration.

5.4.1. Justification of specific objectives.

The examination of the recurrence of both normative ideals of beauty and diverse ideals of beauty convey brand positioning, unveiling the brand's beliefs of beauty. As a further analysis, beauty representations are carefully chosen by these brands, communicating their ideologies and principles, which are subject to deeper evaluation through content analysis.

In addition, these objectives address if there are mass media representation biases towards a White beauty ideal within the magazines consumed by the adolescent girls from Brazilian origins themselves, giving a step further in better understanding their source of beauty beliefs.

5.4.2. Methodology & instruments.

Content Analysis will be used in order to measure the appearance frequency of thematic units of analysis, detailed hereafter, in order to quantitatively measure (Piñuel Raigada, 2002) the representation of diversity of ads placed on the magazines chosen by the adolescent girls from Brazilian origins.

Having said that, in order to best meet all the specific objectives proposed here, a code sheet (see Table 6) and a codebook were created (see Appendix F), along with a brief pre-test of two ads for code sheet reliability.

The code sheet is divided into two units of analysis: general ad classification and analysis per each model placed on the ad. The first aforementioned section designates the variables related to the magazine where the ads were placed, their brand, and their formal aspects such as type of product, their placement within the magazine, etc.

On the other hand, the second section includes variables related to all aspects of the model's physique, traits, mood – character attributes in general. They are key to understand the specific objectives, aiming at representativeness of beauty ideals, frequency of different types of skin color and other physical traits.

Table 6. *Variable's selection for content analysis – Code sheet*

Dimension	Variables	Categories
General ad classification	<u>Ad's code</u>	Ad's pre-assigned code
	<u>Ad's Brand</u>	Specify brand
	<u>Magazine of ad placement</u>	1= Magazine A 2= Magazine B 3= Magazine C 4= Magazine D 5= Magazine E
	<u>Country of origin (Magazine)</u>	1= Brazil 2= Spain 3= Other. Specify:
	<u>Month/Year of placement</u>	MM/YYYY
	<u>Language of the ad</u>	1= Portuguese 2= Spanish 3= Catalan 4= English 5= Other 6= Multiple languages 7= Not determined (i.e. only brand logo)
	<u>Country of origin (Magazine)</u>	1= Brazil 2= Spain 3= Other. Specify:
	<u>Ad position</u>	1= Front cover 2= Inside front cover 3= Back cover 4= Inside back cover 5= First spread 6= Middle of the magazine 7= Inside the magazine

Note: partially adapted (Conlin & Bissell, 2014; Frith, Shaw, & Cheng, 2005; Havlena, Holbrook, & Lehmann, 1989; Solomon, Ashmore, & Longo, 1992) and partially own elaborated.

(cont.) Table 6. Variable's selection for content analysis – Code sheet

Dimension	Variables	Categories
General ad classification	<u>Ad size</u>	1= Full page 2= Double page/Two-page spread 3= 2/3 page 4= ½ (Half page) 5= 1/3 page 6= 1/4 page 7= 1/6 page 8= Others
	<u>Type of product based on Frith, Shaw, & Cheng (2005)</u>	1= Alcoholic beverages 2= Beauty and personal care 3= Cleaning products 4= Clothing 5= Entertainment & information 6= Food & non alcoholic beverages 7= Household appliances 8= Medicines 9= Personal accessories 10= Services 11= Others
	<u>Number of models + Gender</u>	Specify number of models (males + females)= (number) Males = (number) Females = (number)
Dimension	Variables	Categories
Analysis per each model placed on the ad	<u>Female model's code</u>	Model's assigned code
	<u>Model's skin color</u>	1= Black 2= Brown 3= White 4= Yellow 5= Other: specify

Note: Partially adapted (Conlin & Bissell, 2014; Frith et al., 2005; Havlena et al., 1989; Solomon et al., 1992) and partially own elaborated.

(cont.) Table 6. *Variable's selection for content analysis – Code sheet*

Dimension	Variables	Categories
Analysis per each model placed on the ad	<u>Model's eye color</u>	1= Blue or Green 2= Brown or Black 3= Unspecified/Difficult to determine/Not visible
	<u>Model's hair color</u>	1= Brown 2= Black 3= Blond 4= Redhead 5= Gray 6= Mixed colors (two or more colors) 7= Others (blue, green, pink, etc.) 8= Unspecified/Difficult to determine/Not visible
	<u>Model's hair type</u>	1= Straight 2= Wavy 3= Curly 4= Coily 5= Other (shaved head, bald, etc.) 6= Unspecified/Difficult to determine/Not visible
	<u>Model's body type</u>	1= Fit/Athletic 2= Muscular/Body-builder 3= Plump/Plus size 4= Regular/Average 5= Skinny/Slender
	<u>Model's attire - Based on Conlin & Bissell's code sheet (2014)</u>	1= Bathing suit or tight workout attire 2= Shorts and shirt 3= Jeans and shirt 4= Shirt and skirt 5= Dress 6= Other 7= Not shown (face only)

Note: Partially adapted (Conlin & Bissell, 2014; Frith et al., 2005; Havlena et al., 1989; Solomon et al., 1992) and partially own elaborated.

(cont.) Table 6. *Variable's selection for content analysis – Code sheet*

Dimension	Variables	Categories
Analysis per each female model placed on the ad	<u>Model's estimated age grid</u>	1= Child (0-11 years old) 2= Adolescent (12-18 years old) 3= Young Adult (19-29 years old) 4= Adult (30-65 years old) 5= Senior citizen (66 and on)
	<u>Model's emotions (Havlena, Holbrook, & Lehmann, 1989)</u>	1= Acceptance 2= Activation 3= Anger 4= Expectancy 5= Fear 6= Joy 7= Sadness 8= Other/non-identified
	<u>Model's types of beauty (Solomon, Ashmore, & Longo, 1992)</u>	1= Classic beauty/Feminine 2= Sensual/Sexy-kitten 3=Cute/Girl-next-door 4= Trendy 5= Exotic 6= Other

Note: Partially adapted (Conlin & Bissell, 2014; Frith et al., 2005; Havlena et al., 1989; Solomon et al., 1992) and partially own elaborated.

Most part of the variables were chosen either based on previous researches that performed content analysis to determine beauty patterns within visual content (Conlin & Bissell, 2014; Frith et al., 2005; Havlena et al., 1989; Solomon et al., 1992), or either based on the theoretical framework and state of the art discussed within this research. For more information regarding the definitions of each variable listed on Table 6, go to Appendix F.

5.4.3. Sample.

All 15 girls who participated in the in-depth interviews will be asked which are their five favorite magazines, either Spanish, Brazilian or from any other country, so that the content analyzed reflects what the adolescent girls from Brazilian origins are consuming indeed. After that, the five most cited magazine's ads would be analyzed.

Following similar procedures found in Conlin & Bissell's study (2014), the first 20 ads of each of these magazines will be evaluated during a time frame of six months (6 editions). Then the total amount of ads analyzed will be 120 per magazine and 600 ads in total.

5.4.4. Data analysis.

Similarly to article 3's proposal, the IBM software SPSS will be used as a tool to perform all data analysis, which will be descriptive - based on the nominal variables proposed.

Assuming the null hypothesis – that states no relationship between the nominal variables - Chi-Square will be employed to evaluate the relationship between:

- Types of beauty and skin color
- Type of product advertised and body type
- Type of product advertised and skin color
- Among all other specific objectives proposed.

5.4.5. Intercoder reliability.

In order to guarantee the correct codification of the ads, a second researcher will be asked to voluntarily join this phase of the research. Two coders, including this student herself, will examine the same randomly selected ads ($n=25$, being 5 ads from each of the selected magazines) and fill up the code sheet in order to guarantee a reliable Cohen's Kappa's coefficient (minimum 80% agreement in the interrater reliability), which indicates that the variables being coded are consistent.

6. Dissemination of Results

6.1. Social Impact

To guarantee the transferability of knowledge to society and improvement of the life quality of ethnic diverse and migrants affected by media normatized beauty ideals, this research will publicize its empirical results among online groups of Brazilians living abroad in the form of accessible online leaflets.

In addition, in an attempt to reach a greater amount of ethnic diverse groups living abroad, this research will resort to online communicative tools as well. It proposes the creation of a blog raising the main issues with media exposure and body dissatisfaction.

It is worth noting that all online information displayed through online groups and the blog will be limited to data that do not compromise the originality of this research's article publications.

6.2. Academic Impact

6.2.1. Journal selection.

This project contemplates the dissemination of results for the scientific community as well, through publication of four articles - as already highlighted in the previous section.

The articles will be submitted first to renowned international journals addressing the field of media, communication, gender, adolescence and body image - all forming part of either SCOPUS or/and Web of Science database(s). The first options were chosen according to their impact factor. They are: (1) *Eating and Weight Disorders*, (2) *Body Image*, (3) *Gender, Place & Culture* and (4) *Journal of Communication*.

If denied, they will be submitted then to the second options, journals which also form part of SCOPUS or/and Web of Science, although having lower impact factor scores. They are: (1) *Comunicación y Sociedad*, (2) *Sex Roles*, (3) *Journal of Intercultural Communication* and (4) *International Journal of Intercultural Relations*.

The rationale behind choosing these journals followed the upcoming criteria, not necessarily in this order:

- Subject of the journal related to proposed research.
- Forming part of SCOPUS or/and Web of Science databases, as per UPF's normative.
- Cross-reference check: journals where articles from this project's literature review were published.
- Type of articles published by the journal: empirical results, literature review, etc.
- Language of the journal.
- Impact factor.

6.2.2. Conference participation.

The project also contemplates the presentation of research results at the most relevant Communication conferences organized by the *European Communication Research and Education Association (ECREA; <http://www.ecrea.eu/>)* and by the *International Communication Association (ICA; <https://www.icahdq.org/>)*.

These organizations feature specialized sessions and working groups in which this research's topic falls within. At ECREA there are the sections of *International and Intercultural Communication* and *Audience and Reception Studies*; At ICA there are the sections of *Children, Adolescents and the Media*, *Ethnicity and Race in Communication* and *Intercultural Communication*.

The participation in the Brazilian Communication conference *Sociedade Brasileira de Estudos Interdisciplinares da Comunicação INTERCOM (<http://www.portalintercom.org.br/>)* would be a good way to spread the results of this investigation to Brazilian researches, and it will at best considered if financially feasible.

7. Research Timeline

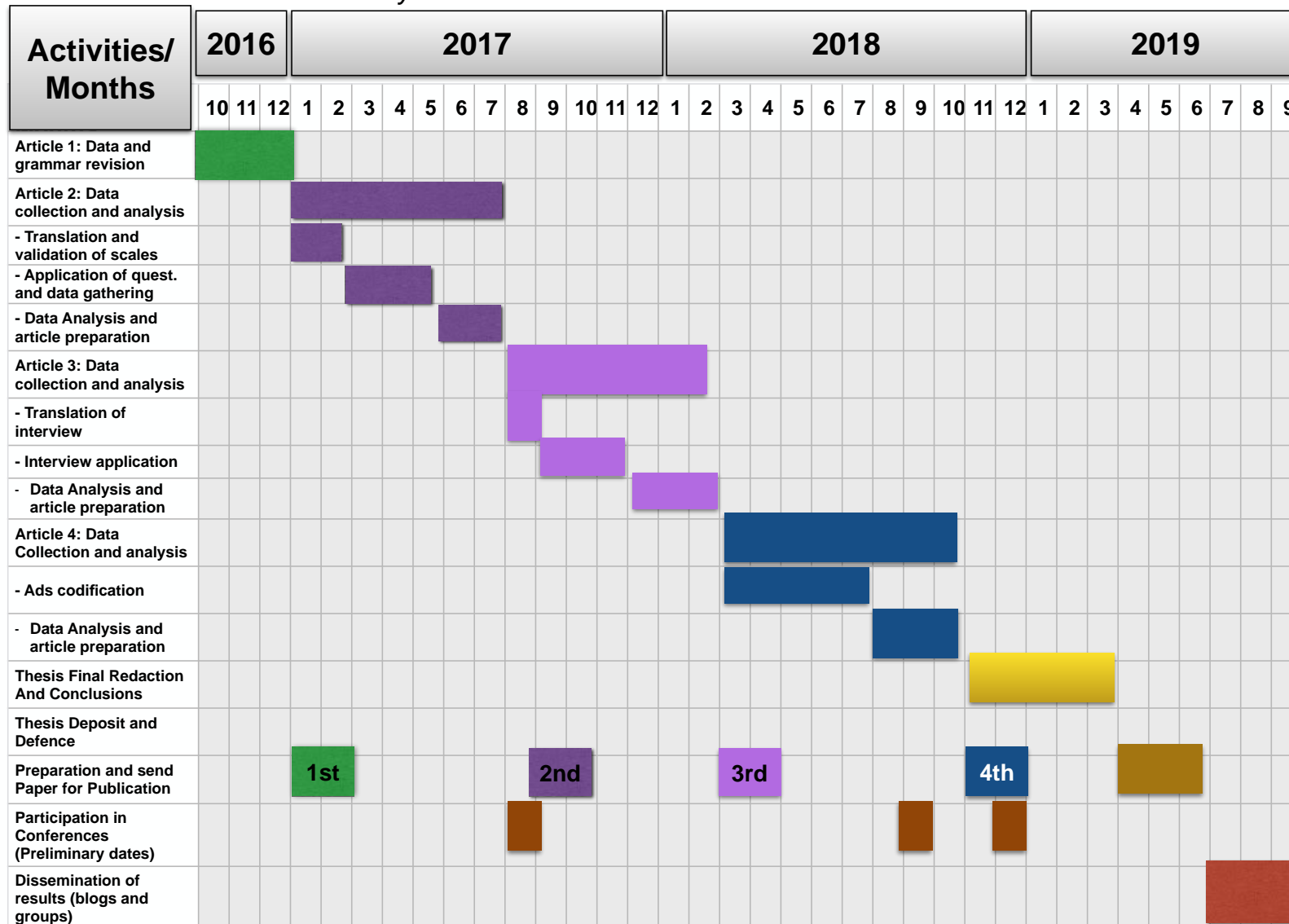
This Master's final project has as proposition the development of a PhD project containing detailed information in what regards its research and methodological design. The empirical part of the project will be fully executed during this student's PhD stay at Universitat Pompeu Fabra. The PhD is planned to be developed full-time, within a maximum period of three years, according to university regulations.

Having said that, the expected dates of beginning of activities for the academic period of 2016-2017 is early October 2016 and the foreseen end date is of September 2019.

To build this chronogram, clear and broad milestones were defined and might be used by this PhD's supervisor to keep track of the work's progress, serving as basis for its evaluation. They are related to the phases of research development for each article, thesis defense, publication of articles and participation in conferences.

In a Gantt's chart (see Table 7 for details), these milestones are detailed in the X-axis, while the Y-axis is divided throughout the months of the program's duration.

Table 7. Gantt Chart with three-year schedule



Note: Own elaboration.

8. Discussion

As discussed throughout the literature review section, despite there is a consistent amount of research investigating media effects - both traditional and new media - on body image dissatisfaction, they are focused on White young women at developed countries.

With the aim of uncovering new data in what regards media effects on body image dissatisfaction among ethnic diverse and migrant groups, in addition to hopefully provide useful results that might be harnessed to improve this same group's wellbeing, this Master's final project proposed a set of three empirical articles to be later developed; and presented a scoping review article addressing social media and body image concerns among adolescents.

The empirical proposal encompassed the use of mixed methods to tackle specific objectives – contemplating the role of acculturation, ethnicity, and pressure towards being White – in distinction to the majoritarian corpus of existent research. Methods and scales found within the evaluated literature were contrasted in an attempt to select the best fitting options to the project's needs, which will be further developed and applied during this student's PhD stance at Universitat Pompeu Fabra.

In what regards the scoping review proposal, it was presented in the form of the first prospective article, which will be submitted to double blind peer evaluation at the specified journals.

This scoping review has made the contributions of mapping the current literature regarding body image concerns and social media use among adolescents. It also asserted that, despite the existence of a growing body of research relating to social networks, new media and body image concerns, they lack validated scales to measure social media use's influence on BID, which interferes in replicability for future studies, along with comparison analysis with past researches.

Furthermore, the article concludes: (1) there is opportunity to resort to big data as source of information, since they might be resourceful as means of understanding global trends, along with possibilities of data extrapolation; (2) there is a lack of qualitative research, which might be very useful tools in order to obtain in-depth

understanding of how SNSs truly affect the researched groups; (3) there is a lack of validated scales to measure the role of SNS on body image concerns.

This Master's final project presented likewise how it would like to disseminate its future empirical results coupled with a PhD research timeline.

As final remarks, this project has reflected upon the ideologies behind beauty ideals and the current situation of body image investigation in what regards ethnic diverse and migrant groups. And it has presented methods and instruments, divided by articles, which are in accordance to the proposed objectives. Most importantly, it has paved the way for its own forthcoming research planned to be developed soon.

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Appendix A

Article 1 Proposition

Body Image Concerns And Social Media Use Among Adolescents: A Scoping Review

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ABSTRACT

Keywords:

Body Image Dissatisfaction
Body Image Concerns
Body Esteem
Body Surveillance
Social Network Sites (SNS)
New Media
Facebook
Social Media Effects
Media Effects
Scoping Review

Objectives: To systematically summarize the literature regarding Social Network Sites (SNS)/New Media and Body image dissatisfaction (BID) among female adolescents in order to identify trends and gaps in the current literature.

Method: Electronic search on the most consolidated academic databases - Web of Science and Scopus - and additionally hand search on body image journals. Eligible sources: studies published between January 01st, 2000 to March 15th, 2016, including children and adolescents (≤ 21 years), published in English.

Results: A totalizing number of 16 articles were included for the final review. The results indicate that SNS and New Media are related to BID. Nevertheless there is a lack of standardization among SNS's use measures, preventing a systematic comparison of results. Additionally, studies are mainly quantitative and descriptive, not determining the "root" problems behind this influence.

Discussion: There is a growing body of literature assessing the aforementioned relationship, although there is no diversification in what regards methods, neither SNS nor New Media platforms. Also, mostly the studies do not work with innate characteristics of SNS, such as interactivity, instantaneity, transmediality or multimediality, but rather vague concepts surrounding these platforms, not deepening the knowledge of what is behind this influence and "blaming" the platforms for these negative effects.

Introduction

The effects of exposure to unrealistic beauty standards through traditional media were exhaustively studied and its impact were measured regarding influence on body image perception and satisfaction (Ahern et al., 2011; Botta, 1999; Dalley et al., 2009; Durkin & Paxton, 2002; Fallon & Hausenblas, 2005; Luff & Gray, 2009; Ricciardelli, McCabe, Williams, & Thompson, 2007). A meta-analysis study, in

which 77 correlational and experimental researches linking traditional media exposure and body image dissatisfaction (BID) were examined, indicated that exposure to body-focused content have an overall negative impact in how an individual is satisfied with his/her own body (Grabe et al., 2008).

Regarding the most affected groups, both quantitative and qualitative data has shown that women are "significantly more body dissatisfied after viewing thin-and-

beautiful media images versus average-size, oversize, or non body images” (Groesz, Levine, and Murnen’s, 2002; cited in Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2005, p.75). As well as conclusions stating that women are generally more dissatisfied with their appearance than men (Cooper & Fairburn, 1983; Furnham & Calnan, 1998; cited in Furnham, Badmin, & Sneade, 2002, p.582).

Additionally it was observed that the negative impacts were greater mainly between adolescents, a susceptible phase in which the “developmental importance of appearance” is key (Damon, Lerner, Kuhn, Siegler, & Eisenberg, 2012; cited in Kimber, Georgiades, Jack, Couturier, & Wahoush, 2015, p. 121).

This great importance given to appearance is linked to the intense body changes experienced during this period, a greater capacity of thinking of oneself and the sexuality discovery (Medina Bravo, 2006). It is as well an identity formation phase, in which fundamental questions such as what others think of you and what type of social image you want to offer are asked (p.132).

Nevertheless, body dissatisfaction was already identified among girls as young as 8 years old, being the preference toward thinness very similar to what is experienced among adolescent girls (Skemp-Arlt & Rees, 2006, p.63).

In the preadolescent sample examined in this mentioned investigation (Third, Fourth and Fifth Grande in the US), 50.6% of the children surveyed were dissatisfied with their current body shape, which seems a very concerning percentage for such a young population.

And the preoccupation with dieting was already identified among girls as young as 5 years old, being the ones who mothers were dieting twice as “likely to have ideas, concepts and beliefs about dieting” (Abramovitz & Birch, 2000, p.1161).

Regarding the media supports tested, previous and current studies have been focusing on traditional media. It mainly concentrates on the role of ads featuring the

thin-ideal body, which expressed a “significantly greater body dissatisfaction than did those who viewed neutral ads” (e.g., Halliwell & Dittmar, 2004; cited in Grabe et al., 2008, p.461); as well as exposure to ads featured in TV commercials, which also increased women’s BID (e.g., Hargreaves & Tiggemann, 2004) and eating disorder symptomatology (e.g., Strahan, 2003 ; cited in Grabe et al., 2008, p.461); along with fashion, beauty and cosmetic advertisings (Levine et al., 1994; cited in Thompson & Heinberg, 1999) in which the body is abundantly used to sell products.

Regarding media types, women’s beauty and fitness magazines have been pointed out as the main sociocultural reinforcers and perpetuators of unattainable beauty standards and the thin-ideal (Currie, 1997; Dickey, 1987; Ferguson, 1983; cited in Sengupta, 2006, p.806; Morry & Staska, 2001 ; cited in Luff & Gray, 2009, p.134).

Lately, as a consequence of the boom of internet and social media platforms during the last decade, especially used among the adolescent population, there is an increasing amount of studies focusing on the role played by the internet and social networks websites (SNS) on influencing body image concerns and eating disorders (Andsager, 2014; Perloff, 2014a, 2014b; Prieler & Choi, 2014; Smith et al., 2013; Stanley et al., 2015; Tiggemann & Slater, 2013; Turner, 2014; Vandenbosch & Eggermont, 2015; Williams & Ricciardelli, 2014).

Although, as pointed out by Perloff, it would be naïve to admit a unidirectional and instantaneous impact through the binary of using social media and being concerned with your body image:

Given the multifaceted, multiply-determined nature of body image disturbance, it is unrealistic to expect that exposure to social media will exert a simple, direct impact on body disturbance (2014b, p.367)

His proposed theoretical framework (Perloff, 2014b) and extended version of it

(Perloff, 2014a) published at *Sex Roles* has been one of the main guides to research linking BID and social media. This framework has been broadened, changed and adapted by other authors (Andsager, 2014; Prieler & Choi, 2014; Turner, 2014; Williams & Ricciardelli, 2014), whose contributions added several other variables to it, such as culture of origin, the concept of body image beyond the thin-ideal, among others.

The framework consists of using the communication theory of uses and gratifications to understand which might be the most vulnerable group to be influenced by social media content and what type of gratifications they seek. Although the author himself does not call it “transmedia”, he uses this concept to complete his proposed framework of influence:

Applied to social media and body image, the uses and gratifications approach suggests that individuals who are vulnerable to body image disturbances will seek different gratifications from social media than their less vulnerable counterparts. (Perloff, 2014, p.368)

At the same time, lines are increasingly blurring among media, as television networks stream content on the Internet, mobile devices provide opportunities for individuals to experience the immersive world of media entertainment vicariously, and Twitter allows users to tweet pithy messages as they watch conventional mass media (Perloff, 2014, p.369)

Perhaps the most opposing criticism to Perloff’s framework comes in an article written by Turner (2014), whose proposal includes the affordance theory: the benefits that come through computer-mediated communication (CMC) vs. the negative approach given to social media use over body image:

Putting all of this together suggests that SNSs like Facebook might actually benefit individuals with body image

concerns as they are exposed to a diversity of body types in their network allowing for prosocial downward comparisons that encourage them to see their own body through a more well informed and realistic lens while also exposing them to peer comparisons (rather than only mediated model comparisons as found in traditional formats). (Turner, 2014, p.398)

Although a very interesting perspective and optimistic one proposed by Turner, the current literature seems to point out to an overall negative effect exercised by social networks rather than a positive one, which will be discussed later on. As a consequence of its existing similarities and incorporation of several other forms of traditional media languages, and furthermore the compelling evidence supporting a great influence exercised by peer comparison (Ferguson et al., 2014), social media influence points out to the negative directions rather than a positive ones.

It seems compelling to associate Cultural Studies and Reception Studies to new media and social media, as Scolari had already pointed out in 2009, which is incorporated by Perloff’s (2014a, 2014b) framework.

Cultural studies have a long tradition of studying the consumption of technologies in households (Mackay, 1997) as well as traditional media audience research – for example, the uses and gratifications theory – and should be readapted to digital media consumption. (Scolari, 2009, p.958)

It is also worth mentioning other theoretical frameworks that are currently making use of big data, such as *Digital Humanities* and the use of SNS content to understand “the functions of images in social media”, having as a primary example the work led by Manovich (2014).

Lastly, amid academic debates and as a result of the topic’s recency, it is pertinent to gather existing information regarding SNS

and new media related to body image concerns and summarize it, mapping the area, understanding the most used methods and its gaps, which lead to this study's research questions.

Research questions

RQ1: What are the main trends regarding methods used in the current literature that address the use of SNS and new media in body image dissatisfaction among adolescent women?

RQ2: What is known from the existing literature about the perceived influence of the use of SNS and new media over body image dissatisfaction among adolescent women?

RQ3: What are the possible gaps in the current literature that could be further explored by future researches?

Procedures and Instruments

Method

This study follows the scoping review steps proposed by Arksey & O'Malley (2005, p.09-20). As highlighted by the authors,

A key strength of the scoping study is that it can provide a rigorous and transparent method for mapping areas of research. In a relatively short space of time (compared with full systematic review), reviewers are in a position to illustrate the field of interest in terms of the volume, nature and characteristics of the primary research. (Arksey & O'Malley, 2005, p.23)

This type of scoping study takes the process of dissemination one step further by drawing conclusions from existing literature regarding the overall state of research activity. Specifically designed to identify gaps in the evidence base where no research has been conducted, the study may also

summarise and disseminate research findings as well as identify the relevance of full systematic review in specific areas of inquiry. (Arksey & O'Malley, 2005, p.07)

By virtue of the novelty of the advent of new media in general and the apparent dissonant results and methods used for understanding the possible effects of these networks on body concerns, the scoping review is a compelling method to identify what are the trends regarding this topic.

Besides that, it can be harnessed to at least two parts of future studies: identifying what are the most used instruments in the current literature in order to replicate a study; identifying gaps in literature in order to deepen the knowledge in a specific "still not covered" area.

The scoping review framework proposed by these authors consists of five fundamental steps, which will be followed for this research:

- Research questions
- Identifying relevant studies
- Study selection
- Charting the data
- Collating, summarizing and reporting results

Identifying relevant studies

The approaches used to identify the studies that form part of this research were: selecting the two most important databases for the studies of humanities and communication (namely Web of Science and SCOPUS) and hand-search of key journals (*Body Image*, *Sex Roles*, *International Journal of Eating Disorders*), which are the three most common journal titles related to the topic of this article among the researches found on the aforementioned databases.

The search terms were cross-combined in order to obtain the larger amount of articles and data as possible, using Boolean equations and advanced search as well. Examples of combination of words used follows, but are not limited to:

- "Body image" AND "social media"

- "Body image" AND "social media" AND "adolescents"
- "Body image" AND "social networks" AND "adolescents"
- "Body image dissatisfaction" AND "Social media"
- "Body image" AND "new media" AND "adolescents"

Study Selection

The data frame was limited to articles published between 2000 and March 15th, 2016, as a consequence of the novelty of the topic, there was no need in expanding the time limit.

Besides that, studies were included if and only if: the average age (M_{age}) was limited to ≤ 21 years, since adolescents are the most affected group as per literature review; the article was in English; it was an empirical research, with empirical results; the topic linked body concerns (body image satisfaction or dissatisfaction, surveillance, among others) to the use of social networks, social media or new media.

Papers focusing exclusively on eating disorders were excluded from the sample, as well as literature or scoping review and meta-analysis.

Figure 1 summarizes all the steps taken to select the valid sources analyzed in this study. A total amount of 104 articles were found on the aforementioned databases and journals. All of them ($N=104$) underwent 1st level screening, which consists of evaluating the title and abstract.

After evaluation of adequacy to the established parameters, a total amount of 72 sources were excluded due to duplicate and/or lack of focus on body image and social media/social networks/new media, adolescents or language published.

Then, 32 sources went through the 2nd level screening, consisting of complete article evaluation.

18 sources were excluded due to focusing on website content rather than social media, self-objectification without measures of body dissatisfaction or body concerns, focus on depression or drug abuse, for the lack of empirical results (theoretical approach), or age range greater than established (Andsager, 2014; Bair et al., 2012; Carrotte et al., 2015; Fardouly, Diedrichs, Vartanian, & Halliwell, 2015b; Fardouly & Vartanian, 2016; Farhat, 2015; Ghaznavi & Taylor, 2015; Hutchinson & Rapee, 2007; Perloff, 2014a, 2014b; Polivy & Pliner, 2015; Prieler & Choi, 2014; Richards, Caldwell, & Go, 2015; Strauss, Sullivan, Sullivan, & Wittenberg, 2014; Stronge et al., 2015; Turner, 2014; Webb, 2015; Williams & Ricciardelli, 2014).

2 sources (Tiggemann & Miller, 2010; Tiggemann & Slater, 2014) were included due to cross-reference checks on the reference lists of these 32 articles.

Totalizing a sum of 16 articles (Cohen & Blaszczynski, 2015; de Vries, Peter, de Graaf, & Nikken, 2016; de Vries, Peter, Nikken, & de Graaf, 2014; Fardouly, Diedrichs, Vartanian, & Halliwell, 2015a; Fardouly & Vartanian, 2015; Ferguson et al., 2014; Kalnes, 2015; Kim & Chock, 2015; Manago, Monique Ward, Lemm, Reed, & Seabrook, 2015; McLean, Paxton, Wertheim, & Masters, 2015; Smith et al., 2013; Tiggemann & Slater, 2013; Tiggemann & Zaccardo, 2015; Veldhuis, Konijn, & Seidell, 2014) included for synthesis.

Charting the data

This phase consists of establishing similar variables that can be identified in all articles, key items and information that will help answer the research questions established (Arksey & O'Malley, 2005, p.15), summarized in Table 8, and not all displayed here.

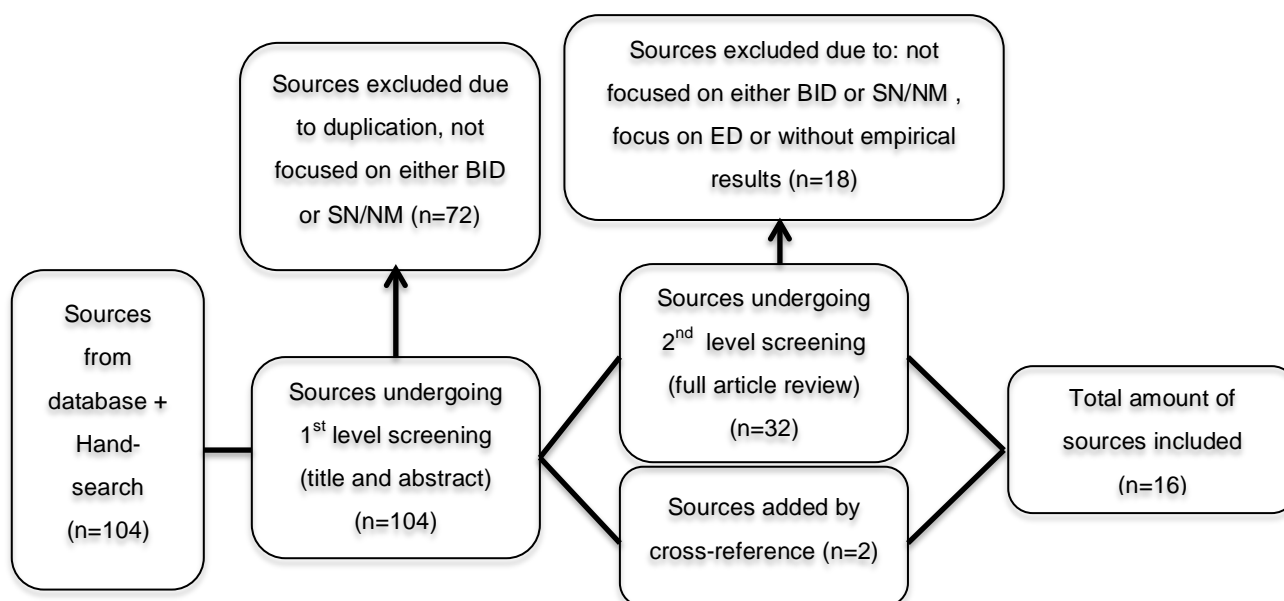


Figure 1. Study selection process.

The parameters chosen were:

- Author's name(s)
- Article's title
- Year of publication
- Country of conduction
- Research type (qualitative or quantitative)
- Study design
- Sample size (% of women)
- Age range and average age of participants
- Body image measure
- Social media/network/new media measure
- Main results related to the topic
- Main conclusions related to the topic

Main Results

Beginning with what regards RQ1, "What are the main trends regarding methods used in the current literature that addresses the use of SNS and new media in body image dissatisfaction among adolescent women?".

The studies conducted with an exclusively sample of girls consisted of 75% ($n=12$), while mixed studies (both girls and boys) consisted of 25% ($n=4$), although girls

were always the majority of the mixed sample.

The ages ranged from 10 to 46 years old, being the *Mean* always less than or equal to 21 years.

56% ($n=9$) were conducted in Australia, with Australian sample. The United States comes in second place, accounting for 25% ($n=4$), followed by Netherlands with 19% ($n=3$). The novelty of the studies is also another interesting information, since only 1 study was not published within the timeframe of 5 years.

The great majority (94%, $n=15$) of the studies were quantitative and the same amount applied surveys or questionnaires, while only 4% ($n=1$) were qualitative, applying as instrument in-depth interviews. Additionally, descriptive studies accounted as well for the great majority of all study's design ($n=11$), followed by experimental ($n=4$) and case study ($n=1$).

Body Image Measures

The most common measures used were the *Body Dissatisfaction Subscale* from the *Eating Disorder Inventory* from Garner, Olmstead, and Polivy, used in 4 studies, followed by the *Body Areas Satisfaction Scale* created by Cash, used in 2 studies.

Table 8. Sources relating SNS or New Media to Body Image Concerns

Author(s)	Country	Research type	Study Design	Sample Size (Percentage Female %)	Age range (Years) or Average	Body Image Measure	Social Media Measure
Ferguson, Christopher J. Muñoz, Mónica E. Garza, Adolfo Galindo, Mariza	USA	Quantitative	Experimental	N=237 (100%)	10-17; Mage=14.11	<i>The Body Esteem Scale for Adolescents and Adults (BESAA; Mendelson et al. 2001)</i>	<i>Social Media Use</i> Author-specific scale
Cohen, Rachel Blaszczynski, Alex	Australia	Quantitative	Experimental	N=193 (100%)	17-46 Mage:19.32	<i>Body Areas Satisfaction Scale (BASS), one of the five subscales of the Multidimensional Body-Self Relations Questionnaire-Appearance Scales (MBSRQ) (Cash, 2000)</i>	<i>Facebook Use</i> Author-specific scale
de Vries, Dian A. Peter, Jochen de Graaf, Hanneke Nikken, Peter	Netherlands	Quantitative	Descriptive	N=604 (50.7%)	11-18 Mage: 14.7	<i>Body Areas Satisfaction Scale (Cash 1994)</i>	<i>Social Network Site Use</i> Author-specific scale
de Vries, Dian A. Peter, Jochen Nikken, Peter de Graaf, Hanneke	Netherlands	Quantitative	Descriptive	N=604 (50.7%)	11-18 Mage: 14.7	<i>Appearance Investment (Cash, 1994)</i> <i>Desire to Undergo Cosmetic Surgery (Woertman and van den Brink 2008, 2009)</i> <i>Visual Analog Scales (VAS) (Heinberg & Thompson, 1995; Prichard & Tiggemann, 2012; Tiggemann & Slater, 2003)</i>	<i>Social Network Site Use</i> Author-specific scale
Fardouly, Jasmine Diedrichs, Phillippa C. Vartanian, Lenny R. Halliwell, Emma	Australia	Quantitative	Experimental	N=112 (100%)	17-25 Mage: 20.46	<i>State version of the Self- Discrepancy Index (SDI; Dittmar, Beattie, & Friese, 1996; Halliwell & Dittmar, 2006)</i> <i>Upward and Downward Appearance Comparison Scale (UPACS/DACS; O'Brien et al.,2009)</i>	<i>Experimental: browse one of the following websites for 10min: their own Facebook account (n=38; all participants had their own Facebook account), a fashion magazine website (n=36), or an appearance-neutral control web- site (n=38).</i>

(cont.) Table 8. Sources relating SNS or New Media to Body Image Concerns

Author(s)	Country	Research type	Study Design	Sample Size (Percentage Female %)	Age range (Years) or Average	Body Image Measure	Social Media Measure
Fardouly, Jasmine Vartanian, Lenny R.	Australia	Quantitative	Descriptive	N=227 (100%)	Mage: 19.3	<i>Physical Appearance Comparison Scale (PACS; Thompson, Heinberg, & Tantleff, 1991)</i>	<i>Facebook Usage</i> Author-specific scale
Kalnes, Kate	USA	Qualitative	Case Study	N= not informed (100%)	Not informed (Girls in high school)	Questions regarding what is the influence of social media over body dissatisfaction	<i>3-day records of social media use</i> Author-specific measure
Kim, Ji Won Chock, T. Makana	USA	Quantitative	Descriptive	N=186 (64%)	18-25 Mage:19.75	<i>Drive for Thinness 7-item subscale of the Eating Disorder Inventory (EDI; Garner et al., 1983)</i>	<i>SNS use for grooming scale</i> (Utz & Beukeboom, 2011) <i>Facebook exposure</i> Author-specific scale
Manago, Adriana M. Monique Ward, L. Lemm, Kristi M. Reed, Lauren Seabrook, Rita	USA	Quantitative	Descriptive	N=815 (57%)	Mage: 19.07	<i>Self-Worth Measure</i> (Gordon and Ward, 2000) <i>Surveillance sub-scale of the Objectified Body Consciousness Scales – Youth (OBC-Y)</i> (Lindberg et al. 2006)	<i>Facebook Time Per Day, Facebook Passive Use and Facebook Active Use</i> Author-specific scale <i>Facebook Intensity Scale</i> (Ellison et al. 2007)

(cont.) Table 8. Sources relating SNS or New Media to Body Image Concerns

Author(s)	Country	Research type	Study Design	Sample Size (Percentage Female %)	Age range (Years) or Average	Body Image Measure	Social Media Measure
McLean, Siân A Paxton, Susan J Wertheim, Eleanor H Masters, Jennifer	Australia	Quantitative	Descriptive	N=101 (100%)	Mage=13.1	<p><i>Body Dissatisfaction subscale of the Eating Disorders Inventory-3 (Garner DM)</i></p> <p><i>Eating Disorder Examination Questionnaire (Fairburn CG, Beglin SJ.)</i></p> <p><i>The Eating Disorder Inventory (EDI; Garner et al., 1983)</i></p> <p><i>Eating Disorder Examination Questionnaire-4 (EDEQ-4; Fairburn and Beglin, 1994)</i></p> <p>Other: <i>Depressive Interpersonal Relationship Inventory—Reassurance Seeking Subscale (DIRI-RS; Joiner et al., 1992)</i></p>	<p><i>Media Use Questionnaire (Schmitz KH, Harnack L, Fulton JE, Jacobs DR, Gao S, Lytle LA, Van Coevering P.)</i></p> <p><i>Social Media And Digital Communications scale; Photo activities; Sel'e (self-image) taking frequency; Sel'e (self-image) sharing; Photo investment; Photo manipulation; Author-specific scales</i></p>
Smith, April R. Hames, Jennifer L. Joiner, Thomas E.	Australia	Quantitative	Descriptive	N=232 (100%)	17-35 Mage=18.7	<p><i>Other: Depressive Interpersonal Relationship Inventory—Reassurance Seeking Subscale (DIRI-RS; Joiner et al., 1992)</i></p>	<p><i>Maladaptive Facebook Usage Scale</i></p> <p>Author-specific scale</p>
Tiggemann, M., & Miller, J.	Australia	Quantitative	Descriptive	N=156 (100%)	13-18 Mage=14.9	<p><i>Body-Esteem Scale for Adolescents and Adults (Mendelson et al. 2001).</i></p>	<p><i>Internet Appearance Exposure (Gross, 2004)</i></p>

(cont.) Table 8. Sources relating Social Media/Networks or New Media to Body Image Concerns

Author(s)	Country	Research type	Study Design	Sample Size (Percentage Female %)	Age range (Years) or Average	Body Image Measure	Social Media Measure
Tiggemann, M., & Slater, A.	Australia	Quantitative	Descriptive	N=189 (100%)	10-12 Mage=11.5	<i>Body Surveillance Scale of the Objectified Body Consciousness Scale—Youth</i> (Lindberg, Hyde, & McKinley, 2006)	<i>Internet exposure</i> Author-specific scale
Tiggemann, Marika Slater, Amy	Australia	Quantitative	Descriptive	N= 1087 (100%)	13-15 Mage=13.7	<i>Body Esteem Scale for Children</i> (Mendelson and White, 1993) <i>Sociocultural Attitudes Toward Appearance Questionnaire.</i> (Heinberg LJ, Thompson JK, Stormer S, 1995)	<i>Internet Exposure: average use per day.</i> <i>Focus on MySpace and Facebook.</i> Author-specific scale
Tiggemann, Marika Zaccardo, Mia	Australia	Quantitative	Experimental	N=130 (100%)	17-30 Mage: 19.91	<i>Mood and body dissatisfaction</i> (Heinberg and Thompson,1995) <i>State appearance comparison</i> (Tiggemann and McGill's, 2004)	<i>Social networking use</i> Author-specific scale
Veldhuis, Jolanda Konijn, Elly A. Seidell, Jacob C.	Netherlands	Quantitative	Experimental	N=216 (100%)	11-18 Mage: 14.15	<i>Body Dissatisfaction Subscale from the Eating Disorder Inventory</i> (Garner, Olmstead, and Polivy, 1983) <i>Objectified Body Consciousness Scale for Preadolescents and Adolescents</i> (Lindberg, McKinley, & Hyde, 2006)	<i>Peer comments on Youtube.</i> Author-specific scale

Although the remaining articles, except the qualitative one (n=9), harnessed different body image concern measures among them, they all referred to previous developed scales utilized in other researches conducted and with consistent Cronbach's α 's.

Except for the in-depth interview, which questions were created by the author, there were no author own elaborated measures to assess BID.

Social Media/Network/New media measure

It is noticed that while BID measures are consolidated scales in the field, having internal consistency and being used several times in previous studies, the measures to understand the use of social media are specifically created to the study in question (n=11), while 3 of them used both specific scales and previously used scales and only 1 study used exclusively a previously tested scale.

Among the whole sample, there was recurrence of the same social media scale (author-created) in two articles, more specifically because it was created by the same researchers, using exactly the same data for these two articles (de Vries et al., 2016, 2014).

In what regards RQ2 – “What is known from the existing literature about the perceived influence of the use of social media/network, new media in body image dissatisfaction among adolescent women?”, of all studies analyzed, 94% (n=15) linked SNS/New media use to some type of body image concern – body image dissatisfaction, body esteem, body concerns, body surveillance, body awareness, body shame -, with special attention to the platform Facebook, which was cited in 7 studies.

In these 15 studies, new media and social media predicted, was correlated to, was related to or increased body image concerns among the sample, showing the relevance of continuing researching the topic.

And lastly, RQ3 “What are the possible gaps in the current literature that could be further explored by future researches?”

Most part of the researches either focused on Facebook or SNS in general, and there is evidence that teens are currently leaving this platform (Lang, 2015). The lack of specificity makes it harder to establish the most striking variables influencing BID.

Furthermore, there are several emerging platforms widely used by adolescents that were disregarded, such as *Snapchat*, *Tinder*, *Pinterest*, *Whatsapp*, *Reddit*, among others, or understudied, such as *Instagram*.

There is a clear lack of use of big data to have a bigger and representative portion of the adolescent population.

Besides that, the majority of the articles did not determine what type of content inside these SNS are affecting/linked to BID, almost “blaming” the new technologies as the reason behind BID. It could be said that most part of the articles understand SNS use as having a mostly unidirectional effect, resembling characteristics of the hypodermic-needle theory, disregarding the audience's opinion and interaction with the tools or other variables that most lead to body concerns.

Other characteristics that could be analyzed to bring more complexity to the investigation were aspects innate to new media, such as:

- Interactivity
- Hypertext
- The multimedia message
- Audience's transmedia skills
- The selectivity of the consumed content by the audience
- The instantaneity nature of the content disseminated in new media
- The audience as content producer
- Media engagement

There was also a lack of diversity among the methods applied that can be pointed out, such as: content analysis, netnography or virtual ethnography, which could be harnessed to examine the type of content the samples were exposed to.

It is noteworthy that the articles did not clearly cite any type of communication or audience reception theory to base their conclusions.

There is also a gap in what regards qualitative research, in order to understand in depth what type of content and how this use of social media/new media is affecting body image concerns.

Lastly, none of the articles were focused on prevention or alternatives to reduce the social media/new media effect, not leading to employability for the affected community.

Discussion

As main highlights, it is worth noticing that although there is a growing body of research relating social networks, new media and body image concerns, there are not still standard scales to measure social media influence on BID, interfering in replicability and comparison with current and future studies.

As main gaps that could be explored in future studies, there are:

- Expand new media umbrella to other platforms used among adolescents that could contain body image focused content, such as *Instagram, Snpachat, Tinder, Whatsapp*, etc.
- Resort to big data in order to understand global trends and extrapolate results to bigger populations.
- Have a deeper understanding of the type of content shared on SNS and new media that affect BID.
- Work with the innate characteristics of new media and SNS as variables to understand content consumption in these platforms.
- Resort to more qualitative research in what regards in-depth understanding of social media use and body image concerns, since the overwhelming majority of current research relies on quantitative methods. Some

suggestions include use of interviews, netnography and virtual ethnography.

- “Call-to-action”, lack of preventative research or preventative measures.

References

References can be found at the general reference list.

Appendix B

Participant's Choice Rationale: Girls from Brazilian origins living in Spain

Brazil is a melting pot and most part of the population is ethnically mixed - 43,1% self-declared Brown, 7,6% Black and 47,7% White -, according to the latest 2010 Demographic Census ("Censo 2010 mostra as características da população brasileira — Portal Brasil," 2010).

As a consequence, the group studied in this research is expected to be heterogenic and diverse, reflecting the constitutions of the Brazilian population.

In addition to that, Brazilian migration to Spain has experienced a huge increase during the last three decades, constituting the third main destination for Brazilians ("Censo 2010 mostra as características da população brasileira — Portal Brasil," 2010), behind the United States (first) and Portugal (second). If we consider Europe as a macro-region, it accounts for 49% of all Brazilian residents outside the country. It is also important to notice that the migration wave is predominantly feminine, as noticed by other investigations (Masanet & Baeninger, 2012, p.68) since 64% of all Brazilian migrants residing in Spain are women.

According to data from the *Padrón Municipal de Habitantes, Instituto Nacional de Estadística* ("Instituto Nacional de Estadística", 2014) of Spain, 118.566 Brazilian migrants were living in the country in January 1st, 2014. Of which 41.929 (35,4%) were men and 76.637mulheres (64,6%) were women.

Data from INE (2015) also shows that among the autonomous communities, Catalonia has the main concentration of Brazilians, representing 22% of all migrants in Spain; followed by Madrid, that accounts for 16% and Valencia, with 15%; and among the cities with major concentration of Brazilians, Madrid (16,5%), Barcelona (15,3%), Valencia (4%) are the most representative ones.

Using Catalonia as an example of the size of the adolescent community from Brazilian origins living in Spain, data from *Estadística de l'Ensenyament* ("Dades del curs 2014-2015 .Departament d'Ensenyament," 2014-2015) indicate there are 1208 Brazilian students in what is considered the adolescence phase - *Educació secundària obligatòria* (ESO), average age from 12 to 16 years; Batxillerat (BATX)

average age from 16 to 18 years; Intermediate Vocational Training (*Cicles formatius de formació professional de grau mitjà – CFGM*) average age from 17-19 years; Higher Grade Vocation Training (*Cicles formatius de formació professional de grau superior – CFGS*) average age from 20-24 years; and the insertion program (*Programes de qualificació i inserció – PFI*) average age from 16 to 17 years -, see Table 9 for additional detail.

Although not pointing out specifically what is the mean age of these groups, this research harnessed from ranges that might be included within the spectrum of 16 to 18 years old (sample's age focus).

In addition, these data only account for the students with Brazilian nationality, and not with Brazilian origins. Even though, the numbers show there is an already relevant population of adolescents who might be facing the effects of possible double-exposition to beauty cultural standards, besides possible struggles of adapting to the new culture of settlement.

Table 9. 2014-2015 Period – Brazilian Students Registered In Schools In Catalonia

SECONDARY EDUCATION - CLASSIFICATIONS FROM SPAIN	NUMBER OF STUDENTS
ESO	753
BATX	139
CFGM	171
CFGS	91
PFI	54
TOTAL	1208

Note: Direcció de Serveis del Departament d'Ensenyament.

Appendix C

SASH-Y Scale

Table 10. *Original SASH-Y scale (column 1) and first adaptation to this project's needs (column 2)*

Response categories: Item 1:1 = Only Spanish; 2 = Spanish better than English; 3 = Both equally; 4 = English better than Spanish; 5 = Only English	Response categories: Item 1:1 = Only Portuguese; 2 = Portuguese better than Spanish; 3 = Both equally; 4 = Spanish better than Portuguese; 5 = Only Spanish
1. What languages do you read and speak? Response	1. What languages do you read and speak?
Response categories: Items 2–9:1 = Only Spanish; 2 = Spanish better than English; 3 = Both Equally; 4 = English better than Spanish; 5 = Only English	Response categories: Items 2–9:1 = Only Portuguese; 2 = Portuguese better than Spanish; 3 = Both Equally; 4 = Spanish better than Portuguese; 5 = Only Spanish
2. What languages do your parents speak to you in?	2. What languages do your parents speak to you in?
3. What languages do you usually speak at home?	3. What languages do you usually speak at home?
4. In which language do you usually think?	4. In which language do you usually think?
5. What languages do you usually speak with your friends?	5. What languages do you usually speak with your friends?
6. In what languages are the TV programs you usually watch?	6. In what languages are the TV programs you usually watch?
7. In what languages are the radio programs you usually listen to?	7. In what languages are the radio programs you usually listen to?
8. In what languages are the movies, TV, and radio programs you prefer to watch and listen to?	8. In what languages are the movies, TV, and radio programs you prefer to watch and listen to?
Response categories: Items 10–12:1 = All Latinos/Hispanics; 2 = More Latinos than Americans; 3 = About half and half; 4 = More Americans than Latinos; 5 = All Americans	Response categories: Items 10–12:1 = All Brazilians; 2 = More Brazilians than Spaniards; 3 = About half and half; 4 = More Spaniards than Brazilians; 5 = All Spaniards
10. Your close friends are;	10. Your close friends are;
11. You prefer going to parties at which the people are;	11. You prefer going to parties at which the people are;
12. The persons you visit or who visit you are.	12. The persons you visit or who visit you are.

Note: original SASH-Y scale developed by Barona & Miller (1994).

Appendix D

EEICA Scale in Spanish and Portuguese

Table 11. *EEICA – Validated versions in both in Spanish and Portuguese*

Response categories: 1. Nunca 2. Casi nunca 3. Algunas veces 4. Bastantes veces 5. Casi siempre 6. Siempre	Response categories: 1. Nunca; 2. Quase Nunca; 3. Algumas Vezes; 4. Muitas Vezes; 5. Quase Sempre; 6. Sempre.
<p>1. ¿Con qué frecuencia crees que tus amigas, en general, tienen un cuerpo más bonito que el tuyo?</p> <p>2. ¿Con qué frecuencia piensas que te verías mejor si pudieras ponerte una talla menos de ropa?</p> <p>3. ¿Con qué frecuencia consideras que la cirugía estética es una opción para mejorar tu aspecto físico en el futuro?</p> <p>4. ¿Con qué frecuencia te has sentido rechazada y/o ridiculizada por los demás por culpa de tu apariencia?</p> <p>5. ¿Con qué frecuencia analizas la composición de calorías de los alimentos, para controlar lo que engordan?</p> <p>6. ¿Con qué frecuencia piensas que la forma de tu cuerpo es la que ahora se considera atractiva?</p> <p>7. ¿Con qué frecuencia tu imagen corporal te ha hecho estar triste?</p> <p>8. ¿Con qué frecuencia el pesarte te genera ansiedad?</p> <p>9. ¿Con qué frecuencia llevas ropas que disimulan la forma de tu cuerpo?</p> <p>10. ¿Con qué frecuencia piensas que lo más importante para mejorar tu aspecto sería ganar peso?</p> <p>11. ¿Con qué frecuencia, después de comer, te sientes más gorda?</p> <p>12. ¿Con qué frecuencia has considerado la posibilidad de tomar algún tipo de pastilla o medicamento que te ayude a perder peso?</p> <p>13. ¿Con qué frecuencia temes perder el control y convertirte en una gorda?</p> <p>14. ¿Con qué frecuencia inventas excusas para evitar comer delante de otras personas (familia, amigos, etc.) y así controlar lo que comes?</p> <p>15. ¿Con qué frecuencia piensas que te gustaría tener más fuerza de voluntad para controlar lo que comes?</p>	<p>1. Com que frequência você acredita que seus colegas, em geral, têm um corpo mais bonito que o seu?</p> <p>2. Com que frequência pensa que você se veria melhor se pudesse vestir uma roupa de numeração menor?</p> <p>3. Com que frequência você considera que a cirurgia plástica é uma opção para melhorar seu aspecto</p> <p>4. Com que frequência você tem se sentido rejeitado(a) e/ou ridicularizado(a) por outras pessoas por conta de sua aparência?</p> <p>5. Com que frequência você analisa a composição das calorias dos alimentos, para controlar os que engordam?</p> <p>6. Com que frequência você pensa que a forma de seu corpo é a forma considerada atraente atualmente?</p> <p>7. Com que frequência sua imagem corporal tem feito você ficar triste?</p> <p>8. Com que frequência o ato de pesar-se lhe causa ansiedade?</p> <p>9. Com que frequência você usa roupas que disfarçam a forma do seu corpo?</p> <p>10. Com que frequência você pensa que o mais importante para melhorar seu aspecto seria ganhar peso?</p> <p>11. Com que frequência depois de comer, você se sente mais gordo(a)?</p> <p>12. Com que frequência você tem considerado a possibilidade de tomar algum tipo de comprimido/ medicamento que lhe ajude a perder peso?</p> <p>13. Com que frequência você teme perder o controle e tornar-se gordo(a)?</p> <p>14. Com que frequência você inventa desculpas para evitar comer na frente de outras pessoas (família, amigos, etc.) e assim controlar o que come?</p> <p>15. Com que frequência você pensa que gostaria de ter mais força de vontade para controlar o que come?</p>

16. ¿Con qué frecuencia sientes rechazo hacia alguna parte de tu cuerpo que no te gusta (trasero, muslos, vientre, etc.)?
17. ¿Con qué frecuencia dejas de hacer cosas porque te sientes gorda?
18. ¿Con qué frecuencia piensas que las mujeres de tu edad parecen estar más gordas que tú?
19. ¿Con qué frecuencia dedicas tiempo a pensar sobre cómo mejorar tu imagen?
20. ¿Con qué frecuencia crees que, si tu aspecto físico no mejora, tendrás problemas en el futuro para relacionarte?
21. ¿Con qué frecuencia te sientes muy bien al probarte ropa antes de comprártela (sobre todo pantalones)?
22. ¿Con qué frecuencia te pesas en tu casa?
23. ¿Con qué frecuencia piensas que la ropa de hoy día no está hecha para gente con el cuerpo como el tuyo?
24. ¿Con qué frecuencia has llegado a sentir envidia del cuerpo de modelos o artistas famosas?
25. ¿Con qué frecuencia evitas salir en fotos en las que se vea todo tu cuerpo?
26. ¿Con qué frecuencia piensas que los demás ven tu cuerpo diferente de como tú lo ves?
27. ¿Con qué frecuencia te sientes delgada?
28. ¿Con qué frecuencia te has sentido mal porque los demás han visto tu cuerpo desnudo o en bañador (vestuarios, playa, piscina, etc.)?
29. ¿Con qué frecuencia te sientes satisfecha con tu aspecto físico?
30. ¿Con qué frecuencia te has sentido inferior a los demás por culpa de tu físico?
31. ¿Con qué frecuencia, cuando te ves todo el cuerpo en el espejo, no te gusta?
32. ¿Con qué frecuencia sientes que te gustaría estar más gorda?
16. Com que frequência você sente rejeição em relação à alguma parte de seu corpo que não gosta (bumbum, coxas, barriga, etc.)?
17. Com que frequência você deixa de fazer coisas porque se sente gordo(a)?
18. Com que frequência você pensa que as pessoas de sua idade parecem estar mais gordo(a) s que você?
19. Com que frequência você dedica tempo para pensar sobre como melhorar a sua imagem?
20. Com que frequência você acha que, caso seu aspecto físico não melhore, terá problemas no futuro para relacionar-se?
21. Com que frequência você se sente muito bem ao provar roupas antes de comprá-las (principalmente calças)?
22. Com que frequência você se pesa em casa?
23. Com que frequência você pensa que as roupas de hoje em dia não são feitas para pessoas com o corpo como o seu?
24. Com que frequência você chegou a sentir inveja do corpo de modelos ou artistas famosas?
25. Com que frequência você evita sair em fotos nas quais se veja o seu corpo inteiro?
26. Com que frequência você pensa que os outros vêem seu corpo diferente de como você o vê?
27. Com que frequência você se sente magro(a)?
28. Com que frequência você tem se sentido mal porque os outros viram seu corpo nu ou em roupa de banho (vestiários, praias, piscinas, etc.)?
29. Com que frequência você se sente satisfeito(a) com seu aspecto físico?
30. Com que frequência você tem se sentido inferior aos outros por causa da sua forma corporal?
31. Com que frequência, quando você vê todo o seu corpo no espelho, você não gosta?
32. Com que frequência você sente que gostaria de estar mais gordo(a)?

Note: Spanish version developed by Ignacio Baile et al. (2003); Portuguese version culturally validated by Conti et al. (2009).

Appendix E

Semi-structured In-depth Interview Guide

Table 12. *Semi-structured interview guide*

Question Number	Question
1	In today's society, how important do you think it is to 'look good'? How is it important to you?
2	Why do you think looking a certain way is really important to some girls and boys?
3	Based on previous experiences, how would you describe the ideal body appearance for a girl in terms of size, shape, skin color, hair type, etc.?
4	You had mentioned that you identify as [insert adolescent's self-identified ethnic identity, e.g., Brazil]. Based on what you've noticed or experienced, do you feel that there are any differences in the ideal body shape or appearance for [insert adolescent's self-identified ethnic identity, e.g., Brazil] girls and Spanish girls?
5	Now I am interested in talking for a little while about what you think of your own appearance. Can you tell me about how you feel about your own appearance?
6	Sometimes people get their ideas about what 'looks' good from other people, like friends, classmates, strangers or famous people on TV. Can you tell me a little bit about where you get your ideas about what looks good? Are they mainly from Brazil, Spain, any other country or mixed?
7	How well, and in what ways, do these images represent the ideal? (Images used as prompts.)
8	We are trying to understand how adolescents who live in a migrant family feel about their bodies and appearance. Given that you and your family have a relationship with Brazil, what do you feel is important for us to know?

Note: adapted from Kimber et al. (2015, p. 124) and Ahern et al. (2011, p.71).

Appendix F

Content Analysis Codebook

General rules for ad codification.

- Only codify ads in which there is presence of recognizably female models, regardless of how many males are depicted. Always bearing in mind it is regardless of the type of product advertised.
- Only codify the models if they are visible in the ad (their human figure). Blurred or decontextualized images should be discarded.
- Only codify the first 20 ads containing female models for each magazine's volume/edition.
- If there are not 20 ads with female models per magazine, codify as much as possible.

General ad classification.

Ad's code: assign a code in a specific format (MaB1) for each ad following this instruction:

- "M" stands for magazine and "a" for initial letter of the magazine's name.
- "B", (Brazil) "S" (Spain), or any initial letter for the name of the magazine's country of origin
- "1" is the number for order of appearance on the magazine

As an example, coding *Vogue* magazine from Brazil, 15th ad with female models that appeared, the code would be: MvB15.

Magazine of ad placement: right down the name of the magazine where the ad was place. As an example: *Vogue, Telva, Glamour, Hola, Marie Claire*, etc.

Country of origin (magazine): Choose the number that represents the country of origin of the magazine. In case of a third option (3), write down from which country the magazine is from.

1= Brazil

2= Spain

3= Other. Specify:

Month/Year of placement: specify the month and year of publication of the magazine, and consequently of the ad in the format MM/YYYY.

Language of the ad: Choose the number that corresponds to the language of the ad's text. In case of no text and only brand logo or brand name, pick option "7".

- 1= Portuguese
- 2= Spanish
- 3= Catalan
- 4= English
- 5= Other
- 6= Multiple languages
- 7= Not determined (i.e. only brand logo)

Ad position: choose what which position in the magazine the ad was placed.

- 1= Front cover
- 2= Inside front cover
- 3= Back cover
- 4= Inside back cover
- 5= First spread (first two pages of the magazine)
- 6= Middle of the magazine
- 7= Inside the magazine (any other place in the magazine that does not include any of the previous categories)

Ad size: choose the option that corresponds to the size of the ad, using figure 8 as guidance.

- 1= Full page
- 2= Double page/Two-page spread
- 3= 2/3 page
- 4= 1/2 (Half page)
- 5= 1/3 page
- 6= 1/4 page
- 7= 1/6 page
- 8= Others

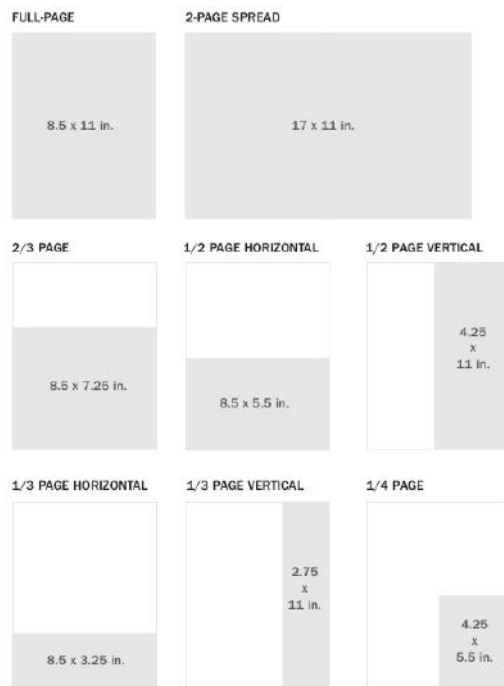


Figure 8. Advertising most common sizes. Source: <http://www.slideshare.net/presentense/magazine-ad-specs>.

Type of product (Frith et al., 2005) advertised:

- 1= **Alcoholic beverages:** Beer, wine, alcoholic drinks.
- 2= **Beauty & personal care:** Cosmetics, hair care products, skin cream, etc.
- 3= **Cleaning products:** Detergents, Clorox bleach, floor cleaners, etc.
- 4= **Clothing:** All clothing designers and manufacturers.
- 5= **Entertainment & information:** New movies, books, magazines, travel, internet, etc.
- 6= **Food & nonalcoholic:** Foods, snacks, colas, health foods.
- 7= **Household appliances:** TVs, VCRs, stereo equipment, etc.
- 8= **Medicine:** All medicines.
- 9= **Personal accessories:** Watches, handbags, belts, shoes, accessories, scarves, etc.
- 10= **Service:** Insurance and other services
- 11= **Others:** Any other products that do not fit comfortably into the above.

Number of models + Gender:

- Specify the total amount of models (males + females) displayed on the ad.
- Males = (number). Specify how many male models are displayed on the ad.
- Females = (number). Specify how many female models are displayed on the ad.

Analysis per each female model placed on the ad.

This section will only be filled up for the female models depicted on the ads. For each model, all the following variables must be filled up.

Female model's code: following the same logic of the ad's code, repeat the ad's code + an underline () + "m" + model's number, being number 1 model the first one who appears from left to right.

For example, if there are 3 models in hypothetical ad MaV15, the first model who appears from left to right will be model MaV15_m01. The last model who appears from left to right will be model MaV15_m03.

Skin Color. Choose the number that corresponds to model's skin color.

- 1= Black
- 2= Brown
- 3= White
- 4= Yellow
- 5= Other: specify

Eye Color. Choose the number that corresponds to model's eye color.

- 1= Blue or Green
- 2= Brown or Black
- 3= Unspecified/Difficult to determine/Not visible

Hair Color. Choose the number that corresponds to model's hair color.

- 1= Brown
- 2= Black
- 3= Blond
- 4= Redhead
- 5= Gray
- 6= Mixed colors (two or more colors)
- 7= Others (blue, green, pink, etc)

8= Unspecified/Difficult to determine/Not visible

Hair type. Choose the number that corresponds to model's hair type, using **figure 9** as guidance.

1= Straight

2= Wavy

3= Curly

4= Coily

5= Other (shaved head, bald, etc.)

6= Unspecified/Difficult to determine/Not visible



Figure 9. Images of different hair types. *Note:* Adapted from <https://www.pinterest.com/pin/429038301975309592/>.

Choose the number that corresponds to **Model's body type:**

1= **Fit/Athletic:** skinny with defined muscles, sizes 0 -6

2= **Muscular/Body-builder:** with prominent muscles, very strong

3= **Plump/Plus size:** models from sizes 12-24

4= **Regular/Average:** within the average BMI, sizes 8-12

5= **Skinny/Slender:** very skinny models, sizes 0 -6

Attire (Conlin & Bissell, 2014). Choose the number that corresponds to model's attire.

- 1= Bathing suit or tight workout attire
- 2= Shorts and shirt
- 3= Jeans and shirt
- 4= Shirt and skirt
- 5= Dress
- 6= Other
- 7= Not shown (face only)

Age grid: choose one of the options for model's estimated age, based on their appearance.

- 1= Child (0-11 years old)
- 2= Adolescent (12-18 years old)
- 3= Young Adult (19-29 years old)
- 4= Adult (30-65 years old)
- 5= Senior citizen (66 and on)

Choose the number that best fits **model's emotions:** (Havlena et al., 1989)

1= Acceptance

- Relaxed
- Peaceful
- Satisfied
- Relieved

2= Activation

- Energetic
- Enthusiastic
- Exhilarated
- Excited

3= Anger

- Frustration
- Annoyed
- Angry
- Disappointed

4= Expectancy

- Interested
- Aware
- Absorbed
- Anticipatory

5= Fear

- Fearful
- Horrified

6= Joy

- Happy
- Pleased
- Joyful
- Enjoying
- Proud

7= Sadness

- Crying
- Sad
- Grief-stricken
- In pain
- Surprised

8= Other/Non-identified

Types of beauty First 4 categories adapted by Frith et al., 2005 from Solomon, Ashmore, & Longo (1992); 5th category adapted from Solomon et al., (1992); 6th category included for this study.

1= **Classic beauty/Feminine**: “A classic elegant look, model is slightly older than average. Fair skin, feminine, glamorous, and sophisticated. Usually wears soft, demure, feminine apparel and is not heavily accessorized” (Frith et al., 2005, p.67).

2= **Sensual/Sex Kitten**: “Sexually attractive, usually wears sexy attire or revealing, tight clothes. Model can also be dressed in normal clothes but posed in an un- natural way, such as an uncomfortable, “cheesecake” pose (chest thrust forward, back arched)” (Frith et al., 2005, p.67).

3= **Cute/Girl Next Door**: “Cute, casual attire, youthful appearance. Can also be outdoorsy, in a casual, active way.” (Frith et al., 2005, p.67).

4= **Trendy**: “Wears faddish clothes and displays oversized accessories. Hair is tousled; there is a slight sense of chaos to this type. Can also have an “I don’t

give a damn” attitude” (Frith et al., 2005, p.67).

5= **Exotic**: non-Caucasian model depicted in an exotic way - different clothes, animalized, tropicalized (Solomon et al., 1992).

6= **Others**: any beauty type that does not match the aforementioned descriptions.

Examples for guidance. Following there are two codified ads (Figures 10 and 11 and table 13) to be used as guides, one placed at *Vogue Spain* and another placed at *Vogue Brazil*.



Figure 10. Ad 1 - Placed at *Vogue Spain Magazine* – November, 2015 edition.



Figure 11. Ad 2 - Placed at Vogue Brazil Magazine – January, 2016 edition.

Table 13. *Examples of codification for ads placed at Vogue Spain and Brazil*

Dimension	Variables	Categories	Example Vogue Spain	Example Vogue Brazil
General ad classification	<u>Ad's code</u>	Ad's pre-assigned code	MvS1	MvB1
	<u>Ad's Brand</u>	Specify brand	Vogue	Vogue
	<u>Magazine of ad placement</u>	1= Magazine A 2= Magazine B 3= Magazine C 4= Magazine D 5= Magazine E	1	1
	<u>Country of origin (Magazine)</u>	1= Brazil 2= Spain 3= Other. Specify:	2	1
	<u>Month/Year of placement</u>	MM/YYYY	11/2015	01/2016
	<u>Language of the ad</u>	1= Portuguese 2= Spanish 3= Catalan 4= English 5= Other 6= Multiple languages 7= Not determined (i.e. only brand logo)	4	7
	<u>Country of origin (Magazine)</u>	1= Brazil 2= Spain 3= Other. Specify:	2	1
	<u>Ad position</u>	1= Front cover 2= Inside front cover 3= Back cover 4= Inside back cover 5= First spread 6= Middle of the magazine 7= Inside the magazine	7	5

Note: Partially adapted (Conlin & Bissell, 2014; Frith et al., 2005; Havlena et al., 1989; Solomon et al., 1992) and partially own elaborated.

(cont.) Table 13. *Examples of codification for ads placed at Vogue Spain and Brazil*

Dimension	Variables	Categories	Example Vogue Spain	Example Vogue Brazil		
General ad classification	<u>Ad size</u>	1= Full page 2= Double page/Two-page spread 3= 2/3 page 4= ½ (Half page) 5= 1/3 page 6= 1/4 page 7= 1/6 page 8= Others	1	2		
	<u>Type of product based on Frith, Shaw, & Cheng (2005)</u>	1= Alcoholic beverages 2= Beauty and personal care 3= Cleaning products 4= Clothing 5= Entertainment & information 6= Food & non alcoholic beverages 7= Household appliances 8= Medicines 9= Personal accessories 10= Services 11= Others	9	4		
	<u>Number of models + Gender</u>	Specify number of models (males + females)= (number) Males = (number) Females = (number)	1 0 1	2 0 2		
Analysis per each model placed on the ad	<u>Female model's code</u>	Model's assigned code	MvS1_m01	MvB1_m01	MvB1_m02	MvB1_m03
	<u>Model's skin color</u>	1= Black 2= Brown 3= White 4= Yellow 5= Other: specify	3	3	3	3

Note: same as previous.

(cont.) Table 13. *Examples of codification for ads placed at Vogue Spain and Brazil*

Dimension	Variables	Categories	Example Vogue Spain	Example Vogue Brazil
Analysis per each model placed on the ad	<u>Model's eye color</u>	1= Blue or Green 2= Brown or Black 3= Unspecified/Difficult to determine/Not visible	2	1 1 1
	<u>Model's hair color</u>	1= Brown 2= Black 3= Blond 4= Redhead 5= Gray 6= Mixed colors (two or more colors) 7= Others (blue, green, pink, etc) 8= Unspecified/Difficult to determine/Not visible	3	3 3 3
	<u>Model's hair type</u>	1= Straight 2= Wavy 3= Curly 4= Coily 5= Other (shaved head, bald, etc.) 6= Unspecified/Difficult to determine/Not visible	1	1 1 1
	<u>Model's body type</u>	1= Fit/Athletic 2= Muscular/Body-builder 3= Plump/Plus size 4= Regular/Average 5= Skinny/Slender	5	5 5 5
	<u>Model's attire - Based on Conlin & Bissell's code sheet (2014)</u>	1= Bathing suit or tight workout attire 2= Shorts and shirt 3= Jeans and shirt 4= Shirt and skirt 5= Dress 6= Other 7= Not shown (face only)	5	6 6 6

Note: same as previous.

(cont.) Table 13. *Examples of codification for ads placed at Vogue Spain and Brazil*

Dimension	Variables	Categories	Example Vogue Spain	Example Vogue Brazil		
Analysis per each female model placed on the ad	<u>Model's estimated age grid</u>	1= Child (0-11 years old) 2= Adolescent (12-18 years old) 3= Young Adult (19-29 years old) 4= Adult (30-65 years old) 5= Senior citizen (66 and on)	3	3	3	3
	<u>Model's emotions (Havlena, Holbrook, & Lehmann, 1989)</u>	1= Acceptance 2= Activation 3= Anger 4= Expectancy 5= Fear 6= Joy 7= Sadness 8= Other/non-identified	6	1	1	1
	<u>Model's types of beauty (Solomon, Ashmore, & Longo, 1992)</u>	1= Classic beauty/Feminine 2= Sensual/Sexy-kitten 3=Cute/Girl-next-door 4= Trendy 5= Exotic 6= Other	1	4	4	4

Note: same as previous.