

# Need for Social Approval and Body Dissatisfaction among University Students



BY

Tayyaba Naz

*Dr. Muhammad Ajmal*

National Institute of Psychology

*Center of Excellence*

Quid-i-Azam University

Islamabad, Pakistan

2018

**Need for Social Approval and Body Dissatisfaction among University Students**

**By**

**Tayyaba Naz**

A Research Report submitted in  
Partial fulfillment of the requirements of  
The Degree of Masters of Science in Psychology

**Dr. Muhammad Ajmal**  
**National Institute of Psychology**  
**Center of Excellence**  
**Quaid-i-Azam University**  
**Islamabad, Pakistan**

**2018**

**Need for Social Approval and Body Dissatisfaction among  
University Students**

**By**

**Tayyaba Naz**

**Approved by**



---

**(Ms. Sara Imtiaz)**  
**Supervisor**



---

**(Dr. Uzma Masroor)**  
**External Examiner**



---

**(Prof. Dr. Anila Kamal)**  
**Director, NIP**

## CERTIFICATE

It is certified that Master Dissertation titled '**Need for Social Approval and Body Dissatisfaction among University Students**' prepared by **Tayyaba Naz** has been approved for submission to Quaid-i-Azam university, Islamabad.

  
\_\_\_\_\_  
(Sara Imtiaz)  
*Supervisor*





## TABLES OF CONTENTS

List of Tables	I
List of Figures	II
List of Appendices	III
Acknowledgement	IV
Abstract	V
<b>Chapter I: Introduction</b>	
Need for Social Approval	2
Theoretical Framework of need for social approval	8
Social Comparison Theory	8
Social Judgment Theory	10
Body Dissatisfaction	11
Components of Body Dissatisfaction	12
Theoretical Framework of body dissatisfaction	14
Social Expectancy Theory	14
Implicit Personality Theory	15
Status Generalization Theory	15
Objectification Theory	16
Sociocultural Theory	16
Need for Social Approval and Body Dissatisfaction	17
Demographic Variables	18
Body Mass Index (BMI)	18
Age	18
Gender	19

Family System	20
Rationale of Study	20
<b>Chapter II: Method</b>	<b>22</b>
Objectives	22
Hypothesis	22
Operational Definition	22
Instruments	24
Sample	25
Procedure	26
<b>Chapter III: Results</b>	<b>27</b>
<b>Chapter IV: Discussion</b>	<b>36</b>
<b>References</b>	<b>42</b>
<b>Appendices</b>	<b>61</b>

## LIST OF TABLES

<b>Table 1</b>	Frequencies and Percentages of Sample along Demographic Variables ( $N = 300$ )	<b>25</b>
<b>Table 2</b>	Descriptive statistics and reliability estimates for study variables ( $N = 300$ )	<b>27</b>
<b>Table 3</b>	Correlations Matrix among Study Variables ( $N = 300$ )	<b>29</b>
<b>Table 4</b>	Difference in level of education on study variables ( $N = 300$ )	<b>31</b>
<b>Table 5</b>	Differences along difference in age on study variable ( $N = 300$ )	<b>32</b>
<b>Table 6</b>	Gender differences on need for social approval and body dissatisfaction among university students ( $N = 300$ )	<b>33</b>
<b>Table 7</b>	Differences along family system on study variables ( $N = 300$ )	<b>34</b>
<b>Table 8</b>	Differences along Body Mass Index on study variables ( $N = 300$ )	<b>35</b>

## LIST OF FIGURES

<b>Figure 1</b>	Need Hierarchy Maslow	<b>3</b>
-----------------	-----------------------	----------

## LIST OF APPENDICES

- Appendix-A** Informed Consent
- Appendix-B** Demographic Sheet
- Appendix-C** Martin Larsen approval motivation scale (MLAMS)
- Appendix -D** Multi-dimensional body self-relation questionnaire  
Appearance scale (MBSRQ-AS)

## Acknowledgements

Thanks to Allah the Most Merciful and Grateful. His blessings held me through all the challenging course of goal accomplishment.

My feelings of appreciation further extend to my supervisor Ms. Sara Imtiaz for her vision, tolerance, assistance, and endless encouragement. Her assistance and constant support during the course of my research work was more than words I can say. I would like to thank my parents and for their prayers, affection, and unconditional care both financially and emotionally all through my degree. I also want to express my gratitude for all the teachers at National Institute of Psychology, who were always there to help and encouragement. Thanks to my companion Yasir Sehar for bearing me whenever I got irritated and annoyed during my research work. I will never forget the way you helped me during the data collection and thesis writing. Without you none of this would be possible. I would like to say special thanks to Sir Usman who helped me in my research work.

I am also thankful to my friends Rimsha Aziz, Maimoona Anwer, Ayesha Noor, Ranna Mubarik, Anam Shehzad for helping me all through my degree and research work. Each and every moment I spend with you guys was wonderful. I will never forget the way we talked, laughed, and helped each other at challenging times. My babies Rimsha and Mona were always there for me and encouraged me whenever I felt low. I read it somewhere that "You can always tell when people are best friends, because they are having more fun than it makes sense for them to be having." I will never forget the time I spent with you and all the combined studies, Careem rides, our never ending gossips, and to all the places we went together. I wish I could attach a selfie here (LOL) to cherish those memories. I will never forget that time. Every place that I went to, with you guys has so many beautiful memories. Thank you for making me laugh and coming with crazy ideas when I was in trouble. You are part of me, my life, my family, my entire world. I love you guys so much.

*Tayyaba Naz.*

## Abstract

Present research was aimed to investigate the relationship between need for social approval and body dissatisfaction among university students. In addition role of different demographic variables was also explored in connection with study variables. Sample of the Study consisted of 300 participants including both male ( $n=150$ ) and female ( $n=150$ ) university students taken from Rawalpindi and Islamabad. The age of participants ranged between 17 to 36 years ( $M = 23.19$ ;  $SD = 3.58$ ) Martin-Larsen Approval Motivation Scale by (MLAMS) by Martin and Larsen (1984) was used to measure need for social approval. Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AS) developed by Cash (2002) was used to measure body dissatisfaction. The reliabilities of the questionnaires were found to be satisfactory. Hypotheses were based on past literature were tested and findings were discussed subsequently. Results indicate for a positive relationship between need for social approval and body dissatisfaction (correlation coefficient between the two is negative but is interpreted so because low score on MBSRQ-AS indicated more dissatisfaction) among university students. Moreover, results showed that need for social approval was more among BS/MSc students as compared to MPhil/PhD students. Also it was shown that female university students have more body dissatisfaction as compared to male students. Furthermore, individuals with more BMI indicated for more body dissatisfaction.

*Dedicate to My Beloved Parents and  
Siblings*



**Need for Social Approval and Body Dissatisfaction  
among University Students**

# INTRODUCTION



## Introduction

Physical appearance has continually been a source for nervousness and anxiety for some women in the society. Numerous studies have discovered that most women are disappointed with their general appearance and that many women are interested in losing weight. Through some of the studies it has being seen that about 25 percent of young girls while having a normal weight still are conscious about losing their weight because of the social conditioning as the society like thin and slim girls, and because of this importance is given to their physical self in the form of an intense disliking of their own bodies (Stice & Whitenton, 2002). Because of the high body dissatisfaction, it usually affects the human cognitive process and because of that it causes psychological problems like depression, social anxiety, and even a less concern for a quality life. On the other hand being a social animal, both men and women need social acceptance, In a social context an individual or a group gets this acceptance or social approval most often in the form of positive appraisal. Such kind of social endorsement is significantly depicted in one's behavior and therefore people are generally inclined to behave in a manner to win the social approval and try to avoid criticisms (Adams, Turner, & Bucks, 2005). Moreover, various qualitative researches highlight the interpersonal and societal domains of impacts and influences on the body image of men and women (Adams et al., 2005; Grogan & Richards, 2002; Morrison, Morisson, & Hopkins, 2003; Ridgeway & Tylka, 2005).

Similarly, for getting acceptance from society, individuals try to act and keep themselves as fit as the society demands (Ricciardelli, McCabe, Holt, & Finemore, 2003). In order to understand body dissatisfaction, it is necessary to first know about the body image which is defined by numerous researchers over several years as the thought, feelings, and perception of people about their own body (Ridgeway & Tylka, 2005). The body image construction is divided among three dimensions. The very first dimension is related to the cognitive, which refers to the thinking of people about their looks. The second dimension is emotional that deals with the feelings of the individuals about their

looks. And the third one is idealistic, which is the way individuals want to look (Alipoor, Goodarzi, Nezhad, & Zaheri, 2009). For understanding how individual feels about their body researchers have analyzed the satisfaction attained by one's body image keeping in context one's self-esteem, and social needs. Dissatisfaction with current role of society has become a major concern and it is manifested in various kinds of emotional issues (Alipoor et al., 2009).

### **Need for Social Approval**

To live a healthy life need fulfillment something that is essential for an individual. Needs are different from wants in a sense that require a lack of need that can lead to clear negative consequences: a disease or death. Although, a safe, stable, and healthy life (for instance, food, water, and shelter) is a need, yet, there is a provision, desire and ambition is a want. When purchasing power is accompanied by ambition or desired, then they should be easily satisfied (Bradshaw, 1972). When people are successful in developing strong connections with other families, friends, lovers and team members, they are able to cope with stress situations.

According to Maslow (1943) there are five stages of needs. Needs become more psychological and social in nature when one moves up the pyramid. The driving force behind one's behavior are the emotional ties with other individuals. Such needs are satisfied through familial relationships, various kinds of social circles, religious institutions, community associations, romantic ties, and friendships. The social needs in Maslow's hierarchy comprise of such things as love, acceptance, and belongingness. Fulfilling the need to be loved and admired by others is essential to curtail psychological problems like dissatisfaction, anxiety, loneliness, and depression.

Social approval is an important need for individuals so it is important to get positively accepted by society. Therefore a wish to best fit in groups, (working related groups and religious groups), families, gangs, and appraisal received from friends, family, and social groups are thought to serve the social need. According to Maslow, in order to feel social interconnection other than one wants to three situations can exist while establishing social tree including;

- One who has never been lended closeness and feelings of love is inclined to develop a propensity to undervalue love and therefore will not care to seek it in social interactions.
- One who has been lended closeness and feelings of love during childhood will have the propensity to love others and not get overwhelmed by the occasional rejection.
- One who has been lended a little closeness and feelings of love is strongly driven to meet needs of being connected to others and the need fulfilment may be done in a pathological manner.

In addition to this, it has also been claimed that everyone has a proponent need but the underlying motive of need fulfilment will differ among individuals. One may be motivated by a craving of love, while another may be motivated by a desire for esteem.



Figure 1. Need Hierarchy Maslow (1943)

Need for social approval is a personality trait in which a man has an ongoing propensity to look for and to be stimulated by the requirement for social endorsement of others. Positive evaluation of group or an individual is what is aimed by the term need for social approval. Support acquired from interpersonal ties is essential for social conduct, its suggestion is dynamic and differing in all social orders the world over, most of the individuals will by and large reliably act from multiple points of views to win endorsement and maintain once of a strategic distance from feedback (Cross & Madson, 1997).

Logically an academic scenerio (which is part of one's social situation and social condition) play a role of an indicated source of social development at given a time and space. Relationally it is a basic part of people group's confidence to win social acknowledgment. At the relational level, the social situations and social conditions are imperative in understanding the dynamics of a group and intergroup relations, peers point of view and thought of prominence and reputation. The body dissatisfaction has related to random performers, for example, social need at any part of age in mankind's history. The need for social approval has contrary prospects as for body dissatisfaction and satisfaction. Unfavorable results including clutters, melancholy, low confidence, absence of self-completion and eating pathology have been observed in association with body dissatisfaction (Sosik & Dinger, 2007).

Every person struggles as there has been comparison in various kinds of social setups every now and then. The term social approval is there in every society and people think it is a necessary source of living. When people struggle with their relationships some choose to leave their places because it starts to hurt their self-esteem, but others choose to open the closed doors those people are the ones who are concerned about their societal needs that how they could be liked by others as well. The phenomena that drives the people to open the closed doors and being chosen by the others is a behaviour that is known as social approval and it could be in terms of either physical needs or emotional needs (Twenge & Im, 2007). Thus in order to acquire approvals such people engage themselves in gaining what is socially expected of them by involving in activities to improve their body image.

Personality differs from person to person; every person has a certain core need to live because of social conditioning which is known to be the greatest power as it sets the people's mind to draw a certain image for a perfect personality. While there is no such thing as a perfect personality or body because every person thinks and acts differently and that is the beauty of every individual, Through social conditioning people believe that he/she can only be liked by the society if he/she would act the way the society wants however in actual beauty lies in the acceptance of our own personality (Sosik & Dinger, 2007).

The needs can be physical as well as emotional. Physical needs include the food, water and shelter. Emotional needs, however, comprises of body, weight and beauty. Moreover, it is clearly seen as when the physical needs of people are met they are always concerned about their emotional and social needs. Even if it is not important than still people do get engage in such needs while making them a priority carrying it forward to develop anxiety and depression over time just because their societal needs are not met. Everybody wants to feel protected and secure, while the human behaviour focuses on the need to gather the feeling of physical and passionate security. Though at an emotional level, that feeling of being approved as person in a society makes us to feel secure. There is a tremendous level of internal peace and security associated with the connection of our own identity (Harter, 1996).

Most kids are taught from a young age to look for approval from their guardians through their appreciation for moral support. The process of social approval in terms of love and acceptance received from guardians or parents is taken to be real therefore one becomes conditioned to seek approval from the society but at the same time it is not possible every time. So there is a pre-programmed trigger and people then want to seek social approval which could help the person to open the closed doors (Juvonen & Wentzel, 1996).

Need for social approval has negative and positive prospects with respect to body dissatisfaction and satisfaction. Adverse outcomes including disorders, depression, low self-esteem, lack of self-actualization, and eating pathology. Gender faces positive and



negative consequences at all levels of development in human race. The current research argues that cognitive-developmental mechanisms like dissatisfaction from one's body image has the basis with a tendency to seek approval in social interactions. Moreover, the mechanism that explains the ties between social comparisons and body dissatisfaction falls very much under social perspective (Crick & Dodge, 1994). Society plays a vital role with reference to the formulation of learning processes involved in need for social approval, cognitive process, actions, beliefs, selection of peer groups, job outcomes, through socialization, and so many other processes. Social approval regulates body image related to beauty, class recognition, social relations, and mobility within society. Social approval leads to variant discourses at micro level and at macro level (Thompson & Cafri, 2007).

Social help has been investigated as a negative and opposed factor for the improvement of body dissatisfaction. Social help by relatives, peer gatherings, tutors, are the primary patron of any endorsed activity and movement at given time and space. Hypothetically, gender orientation increase is activated not just by young women's genuine physical development and subsequently increased weight, yet in addition by how companions and guardians react to these progressions (Wichstrom, 1999). Insufficiencies in both the amount and nature of social help have been related to a large group of psychosocial uncertainties for youngsters including low confidence and body dissatisfaction (Bearman, Presnell, Martinez, & Stice, 2006).

Hypothetically, the individuals who feel acceptance from the encouraging group of people might be more hostile in an attempt to achieve acknowledgment by adjusting to the thin standards societal. Standards are considered as primary support in identity advancement gender orientations attempt to mimic these beliefs and enables to adapt to any circumstance with respect to their lives (Crick & Dodge, 1994). Stice and Whitenton (2002) found that shortfalls in social help anticipated body dissatisfaction for young women and young men. A steady maternal relationship has been found to be fundamentally connected with supported and improved body satisfaction. Nonetheless, a report demonstrate a connection among social help and body dissatisfaction among women are high (Venkatesh & Morris, 2000). Since appearance is a central evaluative



measurement for young men and young women, in any case, shortages in social help might be a solid component thought to be connected with young women and men's body dissatisfaction. The one imminent examination that investigated and explored the impacts of social help on both young men's and young women self-perception has subsidized a huge impact. The importance of such factors highlight that relational factors are needed to be explored with the reference to dissatisfaction (Jones & Crawford, 2006).

It has been observed in many studies that body image has been influenced by the sociocultural messages. There are three main sources of influence (parents, media, and peers) which are presented in a Tripartite Influence Model. This model proposes that these are major influential contributors to the outcomes of body image related disordered eating and disturbances in body image (Keery, Van-Den-Berg, & Thompson, 2004). Empirical research lends support to this model where peer and family weight norms have been observed in connection with body dissatisfaction among both men and women (Dohnt & Tiggemann, 2006).

Weight related commentaries from the family and friends, perceived the pressure to be thin, and portrayals and image depictions about basis of ideal body size and shape, have been observed to create both negative and positive impacts on the resulting body image (Sinton & Birch, 2006). It has been observed that both genders keep on receiving the negative and positive messages and memos from their friends, siblings, media, and parents. Both men and women want social approval and acceptance at all level to move in the society. However, the negative and positive messages that were received by women are more than men since fiction is thought to be linked more with women. This can be characterized by higher level of attention placed on their looks and other's remarks while interacting with others. This may be linked to why women decode more messages which they receive in different way than the original one (Dohnt & Tiggemann, 2006).

Similarly, peer group exist as a stimulus for the personal stance regarding body concerns for having shared and combined preoccupation with the appearance related problems. Peer groups have the greater influence over the perception related to image of body and many other activities. For instance, dieting behaviors, shape and weight ideals,

value placed on the smartness and fitness that are mostly shared among multiple peer groups and may unfold in the body dissatisfaction (Ricciardelli et al., 2003). Such values and behaviors place emphasis on the conversation based on appearance and these types of interactions have impact on the body dissatisfaction among both men and women (Jones, 2004).

In addition to this, it has been exhibited after the family variables, psychological variables, and the BMI have emerged as a justification for body dissatisfaction (Dunkley, Wertheim & Paxton, 2001). Nevertheless, family variables were found to have the persuasive role in development of body change strategies and body dissatisfaction (Garner, 1997). Perceived pressures from mother to lose weight were significant predictor of body dissatisfaction and the weight loss practices among women. Contrary to this, whenever fathers were perceived to put pressure on men for losing the weight predicted body dissatisfaction among men only. Ideals based on media are important mover of the imitation and adoption of body image ideals among both genders. However weight change was not predicted in either gender (Keery et al., 2004).

### **Theoretical Framework of Need For Social Approval**

Theoretical underpinnings of the need for the social approvals have been explained below.

**Social Comparison Theory.** This theory has been proposed by Festinger (1954) it theorises that when relative standing of an individual is a particular characteristic which is ambiguous and uncertain they tend to involve themselves in social comparison with other in the environment considering others a source of information. On the basis of the acquired information, individuals make way for appeasing other individuals so as to gain social recognition at all degrees within a society. Individuals are conventionally tuned to differentiate others in term has being of inferior or superior. This has figured out people with ascribed status and achieved status. It relates with the upward and downward social comparisons.

**Upward social comparisons.** It is understood in terms of evaluating oneself relative to a person endowed with superior characteristics in a manner to have data which may endorse the self-perfection. Individuals usually go for the improvement in all fields of life and self-perfection such as personality development, learning process, philosophy, economic progress, specific behavior, politics, and fashion (Festinger, 1954). Human beings try hard to involve in comparison for having the self-esteem and for fulfilling the self-actualization in a given society. People will carry on involving themselves into the process of comparison provided that doing so is not considered injurious (Festinger, 1954).

**Downward comparisons.** On the other hand, evaluation done relative to a person who is supposed to be endowed with inferior characteristics one is thought to be involved in downward comparison. Such comparison is compelled with the desire of reinstating the self-esteem of an individual, as this comparison warns individuals about a comparatively fair standing on attributes of interest (Festinger 1954; Wills 1981).

When one is involved in comparing oneself to a similar target in an upward comparison, passion and feelings of determination are generated by the virtue of self-identification that paves the way to self-improvement in line with the aimed target (Collins, 1996). However, in case comparison is made to an inconsistent target, the wave of incompetent moods is called on. Such a wave is hued with negative affect as one is unable to relate with the target. The impression of upward comparisons is straightforwardly interconnected to the one's observed match or mismatch to the target comparison, downward comparisons however, is deemed to generate positive conclusions irrespective of considered similarity with aimed target (Marsh & Parker, 1984).

In comparison people not only do status based comparison of other people but they also reevaluate ethnicity, economic status, caste, color, and even region. They want to capture authority in terms of self-esteem and self-actualization. Authority is not just related to enjoying the use of power but also people want to think according to prevailing discourses and trends in all scenarios and discipline. At individual level people try to follow well-assured norms and customs. Even people in all societies place substantial



importance on their physical appearance to make room in the society. It is barely unanticipated that with reference to bodily attributes self-esteem is thought to be a critical personality attribute (Keery et al., 2004). However, self-esteem is driven from variety of sources (Crocker, Luhtanen, Cooper, & Bouvrette, 2003). Members of noticeable ethnic and racial minorities, who based on social degradation and the phenotype of respective group membership, experience discrimination and stigma. Thus within a culture that views them as deviant from the body ideal, they are facing the challenge of preserving and nourishing sense of self. As a consequence, in societies where there are countless supporters of obvious racial and ethnic minority these individuals are able to secure their self-esteem and tend to develop fastidious attitudes about their bodies that serve to protect them against the societal menace. In this regard men and women in any society try to fight against discrimination and perceived images (Collins, 1996).

In an educational setup conditions portrayed for social comparisons seem to be pleasing. Both men and women are found to be among same age men and women where interaction is possible both directly (within the class and the residential rooms) and at an indirect level in daily routines while passing another individual on campus (Lindner, Hughes, & Fahy, 2008). Social acceptance from family and other member of social circle are important for self-esteem of an individual. People with higher self-esteem have closer personal relations. People do what they want to do in available spaces in the society. Society provides open and public space to interact with other people freely. The competencies and reflected appraisals lends women an advantage, as girls and women have less problematic behavioral conduct and are acknowledged for their good behavior by others (Josephs, Markus, & Tafarodi, 1992).

**Social judgment theory.** A proposed self-persuasion theory, Social Judgment Theory (SJT) was advocated by Sherif and Hovland (1981) which holds a view that current attitudes serves to be the target of comparison for evaluating and perceiving an idea. Regarding this theoretical framework people frame their attitude, behavior, and conduct. People go for optimal approved approval from social spheres. Humans observe other humans to adopt prevailing activities. For them social judgment from others is a main component to endorse their actions.

## Body Dissatisfaction

Body dissatisfaction can be conceptualized as one's personal evaluation regarding one's body structure and weight that is done in negative terms. Mental and social elements are intertwined to each other. People create and keep up their own body image considering socially developed discernment and image about body arrangement. For a couple of people, the body may also transform into a wellspring of phenomenal disappointment and fulfillment (Stice & Whitenton, 2002). They mask that they can simply like their self in case they meet some ideal standard of perfection.

The way an individual conceptualizes his/her bodily appearance is what is termed as body image. Self-observation may earn disappointment from one's current body. Such an inclination is a characteristic of difference between perfect body and a present body measure (Venkatesh & Morris, 2000). Holding an antagonistic view of one's own body is also another way to conceptualize body dissatisfaction (Sosik & Dinger, 2007). In such a scenario one is supposed to view an irregularity between a perfect body composition and the current body structure. Moreover, judgements are made regarding the individual's muscle tone and overall body shape and size. Body dissatisfaction depicts parts of one's appearance in terms of high weight, watchfulness, and impression of oneself as overweight or underweight (Stice & Whitenton, 2002). Self-perception is a term that depicts a person's sentiments, contemplations and convictions about physical appearance. It is framed not just in view of individuals' perspectives of their own appearance, yet additionally on how others (on whom they trust) may see them (Cash, 2000). For instance, fringe sociocultural effects, for example, weight-related comments and remarks from loved ones, verbal strains compelling to achieve the lean targets, and perfect size and body advocated by media, all have been seen to endorse in both negative and positive self-perception approaches (Venkatesh & Morris, 2000).

Not only the risk increases with reference to developing disordered eating, depression, body dysmorphic disorder, and anxiety but also body dissatisfaction has been found to increase the incidence of a number of other psychopathological conditions. Precisely among young individuals dissatisfaction with one's body image lend strong



predictive role for the pathological problems like eating problems and depression (Stice, 2002). Similarly, it has been reported that dissatisfaction from body image not only has ties with amplified rates of depressive symptoms, but also there are high rates of concurrent depression.

### **Components of Body Dissatisfaction**

Followings has been regarded as the important components of body image (Cash, 2000).

**Appearance evaluation.** It is defined as having pleasure or displeasure with one's appearance. Therefore it is predominantly emotional appraisal of physical attraction or ugliness. Considering oneself more attractive sets forth more of gratification and assemble more healthy sentiments about one's appearance. Contrarily, those who regard themselves as physically unattractive have gloomy sentiments about their looks.

**Appearance orientation.** It refers to the extent to which one's physical appearance is a matter of concern for the individual. Those who put more emphasis on their looks are thought to be high on appearance orientation and involve themselves in making up themselves. On the other hand, those low on appearance orientation are of the opinion that individuals exerting themselves in making them up and looking great are not doing something worthwhile.

**Body area satisfaction.** The extent of happiness with regard to the separate physical parts of the body. Being an emotional state it is actually how an individual feels when looking at oneself. So it entails the feelings about one's body that how the different parts of body are aligned encompassing one's stomach, legs, neck, nose, shade of skin, hair color/texture etc. Such an analysis is considered a part of one's self-perceptions.

**Overweight pre-occupation.** How much an individual is cautious about bodily mass, thus the apprehensions about body weight and consequent slimming efforts reflect the excessive fat anxiety. Such tendencies are thought to be dominant feature of cultures promoting weight control and notions of thinness. So the efforts made at

reducing weight leads to develop frustration regarding one's body profile and weight. This produces a surge to achieve perfect weight accompanied by an overworrying concern (Pelletier, Dion, & Levesque, 2004).

**Self-classified weight.** It refers to the perception regarding being unweight or over weight (Cash, 2000). It is important to consider that those with a typical body weight, tend to classify themselves as fat or overweight have more of body dissatisfaction and therefore have a biased self view (Annis, Cash, & Hrabosky, 2004).

Body image recognizes an individual's bodily considerations and emotions. Thus a conceptualization that fuses appraisal of body appearance, body size estimation, and emotional states tied with body size and shape (Grogan, 1999; Muth & Cash, 1997). Across sex (male and female) body shape along with perceived weight leads to dissatisfaction and satisfaction at large. Although body image is recognized as a multi-factorial and extensive construct, great deal of research on body dissatisfaction has focused mainly on the desire to be more thin (Grogan, 1999). Considerable research on body dissatisfaction has targeted young women (Grogan & Richard, 2002). The previous thirty year research investigations on body image had focused on females (Bartlett et al., 2008; Tiggemann, 2004). Females, throughout the globe, are more inclined towards low weight and slim orientation. Even they go for harsh diet plans to kill saturated fat. In various regions of world women follow standard of smartness according to media based figures and shapes regarding female body. Similarly males also worship the concept of smartness according to media based representation of body muscles and body tone that one considered preferred masculine physical characteristics (Bartlett et al., 2008; Tiggemann, 2004).

Evidence for role of media in defining standards of beauty also come from research by Becker et al. (2004) stating that teenagers never bothered about standards of beauty and self-image, when television activities were not accessible, until the easy approach to media became possible (Becker, 2004; Knauss, Paxton, & Alsaker, 2008). The mass media depiction of female body size has been persistently declining (Park, 2005). These image related concerns have been evoked by watching music videos, films,

and dramas in comparison to the sports programs (Calado et al., 2011). Media has open space for people to make their shift towards sensational body images and physical appearance. People have been seen to focus on muscle tones and approved sex appealing figures (Wykes & Gunter, 2004).

Satisfaction from body is construed as a multifactorial system blended with sociocultural variables, physical highlights, and psychological elements. They have perceived contributors of its improvement. Moreover, programs focused at declining the rate of body dissatisfaction demonstrate that more notable change are there in groups beyond 25 years old, than those concentrating on more younger participants group (Stice, Shaw, & Marti, 2007). People around 25 years of age are showing more etiological factor in present times. Socially approved body images are becoming main concerns of this age group (Woolf & Pflieger, 2003). The one's BMI and pubertal timing has been represented as two of the most consistent factors linked with body dissatisfaction throughout the research literature (Cash & Smolak, 2011).

### **Theoretical Framework of Body Dissatisfaction**

Theoretical underpinnings of the body dissatisfaction have been explained below.

**Social expectancy theory.** There are known inclination inside each culture about allure. Also these notions continue and persist to be irregular among all societies. Therefore there exist differences in how beauty is viewed among various societies. Another suspicion is that individuals carry on diversely held views regarding which individuals are seen as ugly and which are taken to be alluring. These behavioral contrasts cause assorted variety of self-ideas. The possibility of unattractiveness and allure is extremely unique and enchanting in various social orders far and wide. A chain pattern of reaction is depicted by the theory with reference to self-discernment. A person's behavior impacts another person's behavior and eventually influences self-impression that individuals have (White & Jackson, 2004). Perceptions are formed on the basis of specified schemas within one's mind that are rooted in one's experiences and attained learning. One's learning observation controls conduct development and



behavioral activity in time and space. Along these lines, this theory offers certain premise regarding physical appeal. The object understanding and performance of subjective action in the social world is derived from these inferred (beauty and physical formation) from such foresights. In global west the whole conception is relatively different. Those pre- and post-imperial societies have different conception and orientation about attractiveness, approved appearance, body figuration, idealization, and beauty at all. Similarly, postmodern society has its own standards and lines to have all things regarding body dissatisfaction and satisfaction (Hobfoll, 2002).

**Implicit personality theory.** This theory focuses on the knowledge structures that people use to understand and predict other people's behavior so as to make sense of the social world. Implicit Personality Theory posits about mental constructions where there is an interplay between inferences about other's personality characteristics and the person's own beliefs (White & Jackson, 2004). Individuals comprehend their associates notion of self and personality development at particular level. The objective understating and performance of subjective action in social world is derived from these inferred from such foresights. People concentrate on belief of others in order to formulate a strong connection between action and formation of new schemas in their minds. Behavioral execution before social structures and given spaces is therefore done in a manner that is coherent and endorsed by other's expectations (Hobfoll, 2002).

**Status generalization theory.** The sociocultural approach to body image is explained by this theory. Evolution of this theory has been from the sociological speculations of looking at how an individual's outside societal status impacts other social connection. This hypothetical system incorporated the status in the public arena that what sort of capital a person amasses. At what degree one has social capital and the extent of political power one has. Having such power in hand, certain expectations are devised that determine how person should perform. Their Physical allure is distinctive character, because of such expectations. A person's behaviors in certain situations is unaffected by the level of physical attractiveness one has. Status speculation theory attests that physical allure is even often regularly linked to the positive expectation or with one's amassed capital (White & Jackson, 2004).

**Objectification theory.** The popular theory designates female body as an object to be looked at as predominant culture considers it to be (Fredrickson & Robert, 1997). Because of this objectified stance, women have a tendency to view themselves from other viewer's perspective. Since body is taken as an object to be looked at, this is known as self-objectification (Fredrickson & Robert, 1997). Demonstration of self inspection signifies a true objectification of body (Moradi & Huang, 2008) when the weightage of another person's view shunts the feelings at times and focus is only on looks before others. The negative outcomes are thus generated as result of the difference between the preferred body is supposed to be and what actually is the condition. might lead a female to understand that there is a difference between what her bodies really seems like and what she would preferably like body to resemble, which might generate negative results. This body reconnaissance has been witnessed to be tied with bodily dissatisfaction in both co relational and experimental studies (Knauss et al., 2008).

**Sociocultural theory.** This theoretical notion explains the ties of ones' institutions, history, and culture to one's working of mind. The role of support has been explained in social participation by the sociocultural stance and that how such activities play role in psychological development. Personal objectifications, thin ideal internalization, and sociocultural stress have been documented to create a disappointed image. Though the views of women may be defensive in capacity by highlighting the aquisition of ideal thin self and the media portrayls but they ignore the role of broader culture in the process of internalization (Myers & Crowther, 2007).

The theory identifies that unrealistic standards of attractiveness set out by the western culture therefore explains the strong associations of body dissatisfaction. Considering these unreasonable standards, the urge to alter the physical body submits oneself to bodily dissatisfaction. The propensity towards social examination is tied with perceived pressure to lose weight. Such a social examination is implicated not only to body dissatisfaction but also to eating problems (Halliwell & Harvey, 2006).

## **Need for Social Approval and Body Dissatisfaction**

A significant body of literature has attended issues related to the body image of females; few of them have worked on body image of men too. This disagreement might be because body image concerns are more pronounced in females (Morrison et al., 2003).

Need for social approval had its impact on self-perceptions, which is multidimensional. Self-perception is an idea that includes perceptual, intellectual emotional and behavioral notions (Cash & Deagle 1997). Appraising self in life matters is tied to one's confidence and pattern of displayed in public. Appreciation possesses uplifting prospects on subjective and learning process at home, at school, at college and in any institute. Body dissatisfaction induces problems at behavioral level, cognitive level and may lead towards unproductivity and sluggishness that ultimately unfolds in various kinds of disorder (Skrzypek, Wehmeier, & Remschmidt, 2001). Body image when viewed as cognitive-affective a domain, it is considered a significant risk factor associated with eating disorder and psychological distress. This domain encapsulates an emotional breakdown related to one's appearance and the dysfunctional negative cognitions are its important features. The negative affect is manifested in terms of shame, guilt, and sadness (Johnson & Wardle 2005; Rosen, Orosan, & Reiter, 1996).

Physical appearance has continually been a source for nervousness and anxiety for some individuals in the society. Through some of the studies it has been seen that about 25 percent of young girls while having a normal weight still are conscious about losing their weight because of social conditioning as the society like and promote thin and slim ideals and because of this importance given the physical self takes the form of an intense disliking of their own bodies as compared to young boys (Stice & Whitenton, 2002). The greater body dissatisfaction, it usually affects the human cognitive process and because of that it causes psychological problems like depression, social anxiety, and even a less concern for a quality life. On the other hand being a social animal, both men and women need social acceptance, in a social context an individual or a group gets this acceptance or social approval most often in the form of positive appraisal. Similarly, for

getting acceptance from society, individuals try to act and keep themselves as thin as the society demands (Ricciardelli et al., 2003).

### **Demographic Variables**

The in relation to study variables following demographic variables have been seen critical.

**Body Mass Index.** In connection to body dissatisfaction body mass index (BMI) has been investigated (Bach, Newman, & Weber, 2006; Cash & Fleming, 2002). It was discovered that BMI is related with high body and self-disappointment among female (Yates, Edman, & Aruguete, 2004). Studying young women Burger and Doiny (2002) found that as high BMI related with negative self-observation. Gender generally influences BMI association with self-perception. Women are observed to be more worried about their body if their BMI's are high (Adams et al., 2005). In a female's sample, it was additionally observed that females where be more disappointed with their body when women tends to lie at borderline a normal healthy weight range or evidently have high weights (Venkatesh & Morris, 2000). Females are more worried about their body shape, weight and reactionary replies of men towards their physical appearance. Research with men has also demonstrated that BMI is an indicator of negative self-perception literature also tells that overweight members have tested BMI and have essentially higher body shape worries than ordinary weight members. Considering body dissatisfaction, in comparison to normal weight individuals obese, overweight, and underweight participants have indicated significantly high body dissatisfaction levels. On the other hand male participants also show higher level of apprehensions and worries about weight (Watkins, Christie, & Chally, 2008).

**Age.** With reference to age it has been seen that body image related dissatisfaction is prevalent irrespective of age among women. Also in comparison to older women these concerns are also seen to be high among young women (Watkins et al., 2008). Webster and Tiggermann (2003) found that grown-up women have better cognitive power i.e., lower of expectation and review about body as compare to young lady. A study

conducted by Šerifović-Šivert and Sinanović (2008) in Bosnia showed that figure displeasure is more among young ladies as compare to the older ladies who identify themselves to models more sensibly than a young woman because they do not give importance to models as a symbol of beauty and fashion.

**Gender.** Viweing a gendered perspective in relation to differeing presentations and prevalnace rates of body dissatisfaction is of vital importance (Wertheim & Paxton, 2011). Though displayed by both men and women, the phenomenon of body dissatisfaction more pervasive among women than men (Neumark, Goeden, Story, & 2004). Bodily dissatisfaction has been seen to have increased incidence among women during all life periods. Even though disappointment is more in women; men are end up being more negatively impacted than women (Brennan, Maggie, Christopher, & Jody, 2010). Ideal body formulations have been borrowed equally by men and women at some level. Studies with youth have found evidence for presence of body dissatisfaction among both men and women. Similarly, longitudinal studies with both men and women show increase of body dissatisfaction with increasing age among both genders alike (Bucchianeri, Arikian, Hannan, Eisenberg, & Neumark, 2013). However, another study indicated that it tends to decline with age among men (Bearman, Presnell, Martinez, & Stice, 2006). As women have more noteworthy degree and a higher incidence of the disappointment with their bodies as compared to men.

Huge fluctuates are observed in self-perception recognition among men and women inside a same age pyramid (Daniel & Bridges, 2010). In comparison to men it has been seen that women are more inclined to see nonconforming to the weight standards. In other words, it can be said that weight is a distorted beauty standard among women. Such tendencies are more prevalent among adult women. In comparison, men are usually seen to be worried about their jobs status and incomes. A study explains females are more inclined towards comparing themselves to ideal weight models and are more concerned about their weight and body shape. The weight and real mass status is seen to be a basic determinant of weight loss motivation and eating practices (Cheuang, Lam, & Bibbly, 2007). Similarly, women are seen to do less food consumption as compared to men (Standley, Sullivan, & Wardle, 2009).





**Family system.** There are two type of family system are present in Pakistan nuclear family system and joint family system. According to results finding of Naqvi (2017) individuals living in nuclear family system score high on appearance evaluation and appearance orientation. Rose (2014) found that individuals living in joint family system are more prone to evaluate themselves critically and put more effort to look thin. This is because, in joint family system role models regarding the body shape are more focused as compared to nuclear family system.

### **Rationale of Study**

Socio-cultural legacy of Pakistan is very dynamic because of historical context. Colonialism projected by different standards of beautification and figuration in urban life style. It is well admitted that, socio-cultural, socio-political, and socio-economic conditions do have influence on human beings (Standley et al., 2009). All such factors have diverse implication and application on young generation in Pakistan. This research therefore incorporates societal influences in term of social approval and its impact is seen on body dissatisfaction among Pakistani university students. Here in Pakistan this will be a kind of basic research regarding need for social approval and body dissatisfaction.

Most often dissatisfaction from body is thought to be a womanly issue. Men uttering about their body, looks, image was considered a social tabbo but now trends are changing (Pope, Phillips, & Olivardia, 2000). Though, men are being forced in relative terms to consider their body image however, emphasis on body image is a greater concern on women (Hargreaves & Tiggeman, 2006). Another reason for considering body dissatisfaction a womanly issue is that significant amount of research on the issue has been done only on women streamlining men in the process. There are research clues that dissatisfaction from body is quite prevalent among men too and such dissatisfaction is on rise (Garner & Garfinkel, 1997). For the very reason explained above this study was done utilizing both men and women as study participants.

Numerous Asian nations including Pakistan are experiencing rapid social and economic change. There is an across the board adoption of western styles and habits. As

a consequence such changes in societal standard of beauty are raising body image concern. Such concerns were previously thought to be uncommon in conservative societies like Pakistan but are turning out to more predominant.

Body image ideals are made due to media. Media influences young people to pursue ideal body figure and constant display of direct and indirect messages tend to affirm such thoughts about body appearance. These standards are being portrayed by media presentations, changing body image expectations etc. therefore they are needed to be addressed in connection with which the extent the young people seeks and depends on approvals taken from others during social interactions.

## **METHOD**



## Method

### Objectives

Following were the proposed objectives of the study.

1. To study the relationship between need for social approval and body dissatisfaction among university students.
2. To explore the role of demographic variables including age, gender, BMI, year of education, and family system with reference to study variables.

### Hypotheses

Following are the hypotheses of the study.

1. Need for social approval will be positively related with body dissatisfaction among university students.
2. Body dissatisfaction will be positively related with BMI among university students.
3. Need for social approval and body dissatisfaction will be high among girls as compare to boys among university students.

### Operational Definitions

The operational definitions of study variables have been provided below.

**Need for social approval.** Need for social approval is defined as the degree to which respondents report that they engage in behaviors that reflect a desire to receive positive evaluations and social reinforcements and avoid negative evaluations and social punishments. The construct refers to a number of dimensions in which concerns with evaluation and approval, including being well-regarded, being liked, and making good impressions (Martin, 1984).

In the present study need for social approval was measured through scores obtained on Martin Larsen Approval Motivation Scale (MLAMS; Martin & Larson, 1984).

**Body dissatisfaction.** Body dissatisfaction is defined as having physically unattractive, dissatisfaction with discrete aspects of one's appearance, height, weight vigilance, and perceive oneself as overweight or underweight (Cash, 2000).

In the present study body dissatisfaction was assessed with the help of Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AS; Cash, 2000).

Body dissatisfaction comprise of five different dimensions which are defined as follows.

**Appearance evaluation.** Appearance evaluation indicates feelings of physical attractiveness, satisfaction, physical unattractiveness, and dissatisfaction with appearance with one's looks and appearance (Cash, 2000).

Appearance evaluation is operationally defined as score obtained on appearance evaluation subscale of Multi-dimensional Body-Self Relation Questionnaire-Appearance Scale (MBSRQ-AS).

**Appearance orientation.** Appearance orientation indicates the extent to which a person places importance on how they look and engage in widespread grooming behaviors and spend how much effort to look good (Cash, 2000).

Appearance orientation is operationalized through score obtained on appearance orientation subscale of Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AS).

**Body area satisfaction.** It indicates the feelings of satisfaction and dissatisfaction of individuals with discrete aspects of their appearance (Cash, 2000).

It is operationally defined as score obtained on body area satisfaction subscale of Multi-Dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AR).

**Overweight pre-occupation.** Overweight pre-occupation is related with the individual's high or low fat anxiety, weight vigilance, dieting, and restrained eating (Cash, 2000).

It is operationally defined as scores obtained on overweight preoccupation subscale of Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AR).

**Self-classified weight.** Self-classified weight includes the perception of individuals as overweight or underweight.

It is operationally defined as scores obtained on self-classified weight subscale of Multi-dimensional Body-Self Relation Questionnaire-Appearance Scale (MBSRQ-AR).

## **Instruments**

A brief description of the scales used to measure the variables of present study is given below.

**Martin-Larsen Approval Motivation Scale.** Martin-Larsen Approval Motivation Scale (MLAMS) was developed by Martin and Larsen (1984). It is a 20-item measure having 5-point Likert type response categories where 1 = strongly disagree, 2 = disagree, 3 = no opinion, 4 = agree, 5 = strongly agree (see Appendix C). All 20 items are then added and giving a maximum possible score of 100 and a minimum of 20. Internal Consistency of this scale across samples is shown to be satisfactory as Cronbach's alpha coefficients ranged from .65 to .67 (Martin, 1984; Miller, 1987; Wei, Mallinckrodt, Larson, & Zakalik, 2005).

**Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale.** Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale (MBSRQ-AS) was developed by Cash (2002). It is a 34-item measure having 5-point Likert type response categories and consist of 5 subscales including Appearance Evaluation (3, 5, 9, 12, 15, 18, & 19), Appearance Orientation (1, 2, 6, 7, 10, 11, 13, 14, 16, 17, 20, & 21), Overweight Preoccupation (4, 8, 22, & 23), Self-Classified Weight (24 & 25), and the Body Area Satisfaction Scale (26, 27, 28, 29, 30, 31, 32, 33, & 34; See Appendix E ). It contains unequal number of statements from each of the subscale pertaining to body image. The scale has 6 reverse items which are item number 2, 4, 8, 13, 18, and 19. All 34 items are then added and giving a maximum possible score of 170 and a minimum of 34. It is important to note that low scores on the scale indicate more body dissatisfaction.

Earlier, appearance evaluation the reliability is .88. Appearance Orientation alpha coefficient was found to be .90. Body Area Satisfaction, and Self-Classified Weight subscales had alpha coefficient of .74. The overweight preoccupation sub-scale yielded the alpha coefficient to be .89 (Cash, 2000).

### Sample

Participants were taken by employing convenient sampling approach. Sample consisted of 300 university students. Equal number of men ( $n = 150$ ) and women ( $n = 150$ ) were taken. Age range was 17-36 years ( $M = 23.95$  ;  $SD = 3.58$  ) Sample was taken from Quaid-i-Azam University, National University Modern Languages, International Islamic University Islamabad, and Pakistan Institute of Development Economics.

**Table 1**

*Frequency table for Demographic Variables (N = 300)*

<i>Characteristics</i>	<i>F</i>	<i>%</i>
Age		
17-26	231	77
27-36	69	23
Gender		
Male	150	50
Female	150	50
Education		
BS/MSc	216	72
MPhil/PhD	84	28
Family System		
Nuclear	162	54
Joint	138	46
Body Mass Index (BMI)		
Below 25	217	72.3
Above 25	87	27.7

Table 1 shows frequency and percentages of demographic variables for the study participants. These variables include gender, age, education, family system, and BMI. In the category of age 17-26 years has high percentage of 77% than 27-36 years. In the category of gender both male and female has equal percentage. In the category of education BS/MSc has high percentage of 72% than MPhil/PhD. Nuclear family has high percentage of 54% than joint family. In the category of BMI 25 and below has high frequency of 72.3% than above 25.

### **Procedure**

For the purpose of data collection university authorities (Heads of Departments) were contacted. After taking permission from the authorities of each institute the students were approached individually in class settings. Other than that personal requests were also made to some individuals. At first participants were introduced about study and an informed consent was acquired from them. Participants were also informed about the right to withdraw and data confidentiality. Verbal instructions were given to them in addition to the written instructions, so that responses are made correctly. They were encouraged to ask any question regarding the given instrument. At the end, participants and the authorities were thanked for their support.

## **RESULTS**

## RESULTS

This study was done to see the relationship between need for social approval and body dissatisfaction among university students. Furthermore, the role of demographic variables including i.e., age, gender, education, family system, and BMI, in connection with study variables was also investigated. Descriptive and inferential statistics were also used to analyze the data. In order to summarize the results of study variables means and standard deviations were also computed. Moreover, alpha reliabilities of scales, skewness, kurtosis, bivariate correlations, and *t*-test were also figured out.

Table 2

*Cronbach Alpha and Descriptive Statistics for Need for Social Approval and Body Dissatisfaction (N = 300)*

Variables	No of items	$\alpha$	$M$	$SD$	Range		$Kurtosis$	$Skew$
					Actual	Potential		
M-LAM	20	.74	63.58	9.70	23-87	20-100	.95	-.50
MBSRQAS	34	.77	91.40	13.12	59-155	34-170	1.46	-.37
AE	7	.31	19.92	3.46	11-33	7-35	.72	-.20
AO	12	.64	31.46	6.39	17-57	12-60	1.17	.70
OWP	4	.68	13.69	3.67	4-20	4-20	-.86	-.02
SCW	2	.83	6.00	1.46	2-10	2-10	.64	.18
BASS	9	.88	20.33	6.93	9-45	9-45	1.32	.88

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight Preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 2 shows the results of mean, standard deviation, range, reliability, skewness and kurtosis of Martin-Larsen Approval Motivation Scale and Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale and its sub-scale. The reliabilities were found in satisfactory range. For Martin-Larsen Approval Motivation Scale it was .74 and for Multi-dimensional Body-Self Relation Questionnaire-Appearance Scale it ranged from .31-.88. The value of mean represent participant's average score and standard

deviation indicates the degree of scattersness from the mean of respective scales and subscales. The values of skewness and kurtosis are within -2 to +2 (George & Mallery, 2010).



**Table 3***Correlations among Need for Social Approval, Body Dissatisfaction, and its Subscales (N=300)*

Sr. no	Variables	1	2	3	4	5	6	7	8	9	10
1.	M-L	-	-.47**	-.32**	-.40**	-.25**	-.05	-.20**	-.02	-.1	.00
2.	MBSRQAS		-	.63**	.77**	.49**	.07	.59**	-.11	.02	-.09
3.	AE			-	.49**	.27**	-.07	.12*	-.19**	-.02	-.14*
4.	AO				-	.33**	-.09	.14*	.04	.08	.04
5.	OWP					-	.32**	-.10	-.21**	-.08	-.25**
6.	SCW						-	-.13*	-.16	-.02	-.44**
7.	BASS							-	-.03	.01	.09
8.	Age								-	.66**	.37**
9.	Education									-	.29**
10.	Body Mass Index										-

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

\* $p < .05$ , \*\* $p < .01$

Table 3 shows correlation matrixes for need for social approval and body dissatisfaction, its facets, age, education, and BMI. Results shows that need for social approval has significant positive relationship with body dissatisfaction, appearance evaluation, appearance orientation, overweight preoccupation, and body area satisfaction (correlation coefficient between the two is negative but is interpreted so because low score on MBSRQ-AS indicated more dissatisfaction). Body dissatisfaction has positive relationship with appearance evaluation, appearance orientation, overweight preoccupation, and body area satisfaction. In other words, all subscales of body dissatisfaction were positively correlated with each other except Self-Classified Weight sub-scale. Age is found to correlate significantly with appearance evaluation and overweight preoccupation in a positive direction (correlation coefficient between the two is negative but is interpreted so because low score on MBSRQ-AS indicated more dissatisfaction). Similarly BMI is found to correlate significantly with appearance evaluation, overweight preoccupation, and self-classified weight in a positive direction.

**Table 4**

*Means, standard deviations and t-test values of Need for Social Approval, Body Dissatisfaction with respect to education (N = 300)*

Variables	Education				<i>t</i>	<i>p</i>	95% CI		Cohen's <i>d</i>
	BS/MSc ( <i>n</i> = 216)		MPhil/PhD ( <i>n</i> = 84)				<i>LL</i>	<i>UL</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
M-LAM	64.33	9.31	61.64	10.43	2.16	.03	.246	5.12	.14
MBSQAS	91.25	12.12	91.79	15.47	-.32	.74	-3.86	2.78	
AE	19.92	3.21	19.93	4.05	-.02	.97	-.88	.86	
AO	31.16	6.13	32.23	7.00	-1.29	.19	-2.68	.55	
OWP	13.85	3.68	13.27	3.62	1.21	.22	-.35	1.50	
SCW	5.96	1.48	6.10	1.41	-.72	.46	-.50	.23	
BASS	20.36	6.52	20.26	7.94	.11	.91	-1.65	1.85	

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 4 shows results of *t*-test for gender differences on all study variables. From results it has been seen that there was significant difference on Martin-Larsen Approval Motivation Scale where Mean of BS/MSc was high on need for social approval. The effect size for this difference is small (Cohen, 1992). However differences were nonsignificant on Multi-Dimensional Body Self-Relation Questionnaire-Appearance Scale.

**Table 5**

*Means, standard deviations and t-test values of Need for Social Approval, Body Dissatisfaction with respect to Age (N = 300)*

	Age				<i>t</i>	<i>P</i>	95% <i>CI</i>		Cohen's <i>d</i>
	17-25 yrs ( <i>n</i> = 231)		26-34 yrs ( <i>n</i> = 69)				<i>LL</i>	<i>UL</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
M-LAM	63.90	9.72	62.51	9.60	1.04	.29	-1.23	4.00	
MBSQAS	91.84	12.64	89.90	14.60	1.08	.28	-1.59	5.48	
AE	20.19	3.23	19.00	4.02	2.54	.01	.26	2.12	.32
AO	31.19	6.33	32.36	6.56	-1.33	.18	-2.89	.55	
OWP	13.99	3.71	12.68	3.34	2.61	.00	.32	2.28	.37
SCW	6.03	1.47	5.90	1.41	.63	.52	.26	.52	
BASS	20.45	6.83	19.96	7.30	.51	.60	-1.38	2.36	

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 5 shows result of *t*-test for comparing age based group differences on all study variables. The group were made on the basis of classification given by Levenson, 1986. From results it can be seen that Appearance Evaluation and Overweight Preoccupation have significant differences where mean of the students between the ages of 17-25 years were higher than the students between the age of 26-34 years on above mentioned subscales. The effect size for these differences is small to medium (Cohen, 1992). However differences were nonsignificant on other subscales, overall Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale and Martin-Larsen Approval Motivation Scale.

**Table 6***Gender differences on study variables (N = 300)*

Variables	Men		Women		<i>t</i>	<i>p</i>	95% <i>CI</i>		Cohen's <i>d</i>
	<i>(n = 150)</i>		<i>(n = 150)</i>				<i>LL</i>	<i>UL</i>	
	<i>M</i>	<i>SD</i>	<i>SD</i>	<i>SD</i>					
M-LAM	63.81	9.88	63.34	9.54	.42	.67	-1.73	2.68	
MBSQAS	91.23	14.48	91.56	11.65	-.21	.83	-3.31	2.66	
AE	19.37	3.76	20.47	3.03	-2.50	.00	-1.88	-.32	.31
AO	31.79	6.60	31.13	6.17	.88	-.37	-.80	2.10	
OWP	13.55	3.58	13.83	3.75	-.66	.51	-1.11	.55	
SCW	5.95	1.47	6.04	1.45	-.51	.60	-.41	.24	
BASS	20.58	7.14	20.09	6.73	.61	.53	-1.08	2.07	

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 6 show *t*-test results for gender differences on study variables. According to the results women were seen to be high on Appearance Evaluation. The effect size for this difference is small to medium (Cohen, 1992). On all other subscales and overall Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale and Martin-Larsen Approval Motivation Scale gender differences were found to be nonsignificant.



**Table 7**

*Means, standard deviations and t-test values of Need for Social Approval, Body Dissatisfaction with respect to family system (N = 300)*

Variables	Family System				<i>t</i>	<i>p</i>	95 % CI		Cohen's <i>d</i>
	Nuclear ( <i>n</i> = 162)		Joint ( <i>n</i> = 138)				LL	UL	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
M-LAM	63.56	9.63	63.60	9.81	-.04	.96	-2.26	2.16	
MBSRQAS	92.51	13.05	90.09	13.13	1.59	.11	-.57	5.39	
AE	20.31	3.22	19.46	3.67	2.15	.03	.07	1.64	.24
AO	31.38	6.62	31.55	6.13	-.22	.82	-1.62	1.29	
OWP	14.09	3.59	13.21	3.70	2.08	.03	.05	1.71	.24
SCW	6.11	1.39	5.86	1.53	1.47	.14	-.08	.58	
BASS	20.60	7.23	20.01	6.58	.73	.46	-.99	2.17	

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 7 Shows means, standard deviations, and *t* values for family system based differences on study variables. There were significant differences found on Appearance evaluation and overweight preoccupation. The effect size for these differences are small (Cohen, 1992). On all other subscales and overall Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale and Martin-Larsen Approval Motivation Scale gender differences were found to be nonsignificant.

**Table 8**

*Means, standard deviations and t-test values of Need for Social Approval, Body Dissatisfaction with respect to Body Mass Index (N = 300)*

Variables	BMI				<i>t</i>	<i>p</i>	95 % CI		Cohen's <i>d</i>
	25 & Below ( <i>n</i> = 217)		Above 25 ( <i>n</i> = 83)				<i>LL</i>	<i>UL</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
M-LAM	63.34	9.91	64.20	9.15	-.69	.48	-3.34	1.59	
MBSRQS	92.68	12.39	88.05	14.40	2.76	.00	1.33	7.92	.34
AE	20.33	3.24	18.84	3.77	3.39	.00	.62	2.35	.42
AO	31.61	6.11	31.07	7.09	.64	.51	-1.09	2.16	
OWP	14.05	3.70	12.75	3.42	2.77	.00	.37	2.22	.36
SCW	6.24	1.38	5.36	1.47	4.82	.00	.52	1.23	.61
BASS	20.45	6.94	20.02	6.93	.47	.63	-1.33	2.19	

*Note.* M-LAM = Martin-Larsen Approval Motivation Scale; MBSRQ-AS = Multi-dimensional Body Self-Relation Questionnaire-Appearance Scale; AE = Appearance Evaluation; AO = Appearance Orientation; OWP = Overweight preoccupation; SCW = Self-Classified Weight; BASS = Body Area Satisfaction Scale.

Table 8 shows *t*-test for BMI based differences on study variables. Multi-Dimensional Body-Self Relation Questionnaire-Appearance Scale, Appearance Evaluation, Overweight Preoccupation, and Self-Classified Weight have significant differences. The effect size for the differences of BMI among Multi-Dimensional Body-Self Relation Questionnaire-Appearance Scale, Appearance Evaluation, Overweight Preoccupation is small to medium while the effect size for the difference for Self-Classified Weight is large (Cohen, 1992). On other subscales along with Martin-Larsen Approval Motivation Scale differences were nonsignificant. The students with 25 and below BMI were scored significantly higher on Multi-dimensional Body-Self Relation Questionnaire-Appearance Scale, Appearance Evaluation, Overweight Preoccupation, and Body Area Satisfaction Scale.



## **DISCUSSION**



## Discussions

This research was done with an aim of investigating the relationship between need for social approval and body dissatisfaction among university students. This research also examined the role of demographic variables such as, family system, BMI, education, age, and gender in connection with other variables of the study.

The sample of study consisted of 300 students. It was collected from different universities of Islamabad and Rawalpindi. The data was collected with the assistance of Martin-Larsen Approval Motivation Scale (Martin & Larsen, 1984) and Multi-Dimensional Body Self-Relation Questionnaire-Appearance Scale (Cash, 2002). Descriptive and inferential statistics helped in analyzing the data collected from university students. For identifying the studies psychometric features Cronbach's alpha reliability coefficients were looked at (see table 2).

Appearance evaluation subscale of MBSQR-AS indicates the low alpha reliability. Previous Pakistani literature also indicated the low reliability for the MBSQR-AS subscale of appearance evaluation (Zubair, 2008) appearance orientation (Nigar, 2014; Satti, 2007; Zaman, 2014;), overweight preoccupation (Zaman, 2014; Zubair, 2008). Low reliability of appearance evaluation in the present study raises question on measurement done using. For current study alpha reliabilities of appearance orientation, overweight preoccupation, self-classified weight and body area satisfaction subscale of MBSQR-AS and Martin-Larsen Approval Motivation Scale (MLAMS) were found to be satisfactory. Moreover, it was seen that skewness and kurtosis values ranged between -2 to +2 (see table 3) which clues that data can be considered normally distributed. In addition to the basic analysis *t*-test and bivariate correlations were also computed, the details of hypotheses tested in the current study is as under.

Hypotheses related to relationship between variables based on existing literature were tested using Pearson Product Moment Correlation. First hypothesis of the study stated that 'need for social approval will be positively related with body dissatisfaction

among university students'. Similarly, present study found a positive relationship between need for social approval and body dissatisfaction. Findings of current study support the stated hypothesis (see table 3) and are consistent with the previous researches. Literature shows positive correlation between need for social approval and body dissatisfaction (Mukai, Kambara, & Sasaki, 1998). As need for social approval increase the body dissatisfaction will increase as shown in results. So the greater need for social approval suggests the greater motivation to seek favorable evaluations from others and greater will be the body dissatisfaction (Martin, 1984).

It has been found that individuals start to look for social approvals right from early age from their guardians and elders and this is done by frequent appreciation of positive behaviors which tends to motivate them and as a result they propel more of such positive behaviors that receive endorsement. Whereas Cash (2012) has argued that approval of society helps and supports individual in their healthy lives and thus help them to be recognized by the people in community However, Wichstrom (1999) has argued that societal approval is not necessary to be given to people who got approvals from family, as those received from family cannot be biased in terms of emotions and feelings. Individual strive hard to get the social approval and goes to the point, which is set by society for gaining their approvals. Therefore future research can explore social approval among university students from the perspective of familial approval and other's approval separately.

There have been many researches that support the fact that need for social approval have been observed among university students (Stice & Whitenton, 2002). Ricciardelli et al. (2003) investigated that individuals strive hard to get the social approval by trying to work on their appearance and keeping themselves fit because of its interdependency on body dissatisfaction. Similarly, Bailey, and Ricciardelli, (2010) observed the positive association among need for social approval and body dissatisfaction mainly in females.

Second hypothesis of the study was 'body dissatisfaction will be positively related with BMI among university students' (see Table 3). Result of current study also indicted presence of a positive association between Body Mass Index and body dissatisfaction i.e.

as body dissatisfaction increases with increase of Body Mass Index Adam et al, (2005). Another research investigate body dissatisfaction is positively related with Body Mass Index (Venkatesh & Morris, 2000). Literature also tells that overweight members have tested BMI and have essentially higher body shape worries than ordinary weight members. Considering body dissatisfaction, in comparison to normal weight individuals obese, overweight, and underweight participants have indicated significantly high body dissatisfaction levels (Watkins, Christie, & Chally, 2008).

To find group differences with reference to BMI for all the variables *t*- analysis was conducted. Results showed no significant difference for need for social approval. Mean difference shows that body dissatisfaction was high for lower group (25 & below); see table 8). Similarly, difference was found to be significant for appearance evaluation, overweight preoccupation and self-classified weight. For all mean for lower group (25 & below) was greater than higher group.

It has been hypothesized 'need for social approval and body dissatisfaction will be high among girls as compare to boys among university students'. Gender differences have been computed employing *t*-analysis on all of variables of the study (see Table 6). Results show significant difference on appearance evaluation. It is evident that the gender difference was not found in need for social approval and overall body dissatisfaction. Similarly findings have also been arrived at appearance evaluation sub scale of body dissatisfaction by other researches from Pakistan (Ijaz, 2017; Asghar, 2016; Nigar, 2014; Satti, 2007).

According to the found results, it has been found in literature that females are more inclined and concerned for their own assessment in comparison to weight models and more concerned about their body shape and weight (Bailey & Ricciardelli, 2010). But now the trends are changing and males are also concerned for their own assessment. Emphasis of men is to pursue a muscular body where as women aim to attain a thin body, often resulting in body dissatisfaction because many cannot achieve the cultural ideal (Neighbors & Sobal, 2007).

An examination has considered that females have a more noteworthy slant to judge themselves as not conforming to weight standards though guys are less disposed towards this judgment. Females consider weight as a distorted factor being associated with their beauty standard. Such a trend is more pervasive among adult females (Daniel, and Bridges, 2010). Grogan (2008) examined that females are more observant and noteworthy in judging themselves and other fellows for not confirming to standard body weights, however, men are less disposed to this and provide no such judgment. It has been observed that females link the body dissatisfaction among female is tried to approval form society, hence they work hard on themselves to be able to get recognized by the society (Standley, & Sullivan, & Wardle, 2009). Likewise according to Neumark, Goeden, and Story (2004) dissatisfaction with one's body is more pervasive among females than males although, it is displayed by both genders. Through all periods of life, women have more body dissatisfaction than men. Even though disappointment is more in women (Brennan et al., 2010). As girls have a high recurrence and more noteworthy degree of the disappointment with their bodies as compared to boys (Cheuang, Lam, & Bibbly, 2007).

Age differences were also investigated in this study. For the purpose of comparison groups created were of 17-25 years and 26- 34 years for which *t*- analysis was conducted on all variables (see table 5). Results show significant difference on appearance evaluation and overweight preoccupation. Mean difference show that lower age (17-25 yrs) group were high on appearance evaluation and overweight preoccupation then the high age (26-34 yrs) group. Since literature indicates that body image concerns are overly prevalent in young ages as compared to later ages. Such a trend has been observed over here even though a sample age span representation has been observed over here.

Other than gender and age group difference were also observed for nuclear and joint family systems. The results of the study are indicating that difference found to be significant for appearance evaluation and overweight preoccupation (see table 7). For both of these high mean value have been observed in nuclear family group. So certain dimensions of dissatisfaction are found more in nuclear family setups. The reason being

that joint family system provides more opportunities evaluation by the extended family members. Young females are more conscious as compare to adults because of low cognitive power. Asian cultures demonstrate collectivistic family system where traditional attitude are practiced most often which means that family need are given priority over personal needs. Norms are defined by the relatives and socialization to generate a sense of obedience and loyalty to parents and elders is marked from early ages like that of childhood. Conformity to cultural and family traditions is mostly expected to children (Venkatesh & Morris, 2000). Therefore, young adults living with elders usually conform from family traditions and norms. However, young adults who belong to nuclear family systems tend to have independent lifestyles and they are less likely to follow traditional roles they usually follow societies modern thought as they don't have restriction of following certain rules.

To find out education based differences among studying variable *t*-analysis was conducted significance difference were found in need for social approval (see table 4). Mean difference show that BS/MSc scored high than MPhil/PhD group. So it can be inferred that reliance on other's evaluation is more among less educated members of the target population. It can be because of the fact that more education contributes to one's self-confidence and increase more rational thinking where personal ideologies are more strongly believed than other's perspectives.

## **Conclusion**

This research study was conducted for exploring the relationship among need for social approval and body dissatisfaction among university students. It has been found that the positive relationship exist between need for social approval and body dissatisfaction. Moreover, a positive relationship has been found between BMI and body dissatisfaction among university students. Furthermore, this study also revealed that high levels of body dissatisfaction exist among female students as compared to male students. Similarly dissatisfaction was found to be lower among high age group. Whereas, need for social approval was high among less educated participants of the study.

## **Limitations and Recommendations**

Sample size was relatively small and the data was collected mainly from Rawalpindi and Islamabad, thus, the findings of this study are not generalizable to whole country's population. Thus this research can be repeated by employing a large sample size and drawing more students to further build confidence on finding of study by increasing number of participants, more generic results could be reached.

There is also a limitation that participants might have provided biased answers. Since self-report measures pose an element of social desirability in making true measurement of constructs. So sample of the study can also be regarded as highlighting their positives more and withholding socially undesirable elements of their selves. Therefore it is recommended to design studies using other measures. So that converging findings add the confidence of study results.

## **Implications**

Following are possible implications of current study.

- This study can be used for contributing in literature where emphasis has been placed on the importance of need for social approval in relation to acquiring dissatisfaction from one's body image.
- Similarly, educationists, and counselors can take help for addressing body image related concerns of students by taking into account which group are prone to more of dissatisfaction based on various demographic characteristics.

## REFERENCES



## References

- Adams, G., Turner, H., & Bucks, R. (2005). The experience of body dissatisfaction in men. *Body Image, 2*(3), 271-283.
- Alipoor, S., Goodarzi, A. M., Nezhad, M. Z., & Zaheri, L., (2009). Analysis of the relationship between physical self-concept and body image dissatisfaction in female students. *Journal of Social Sciences, 5*(1), 60-66.
- Anderson, A. E., & DiDomenico, L. (1992). Diet vs. shape content of popular male and female magazines: A dose-response relationship to the incidence of eating disorder?. *International Journal of Eating Disorders, 11*(3), 283-287.
- Annis, N. M., Cash, T. F., & Hrabosky, J. I. (2004). Body image and psychosocial differences among stable average weight, currently overweight, and formerly overweight women: The role of stigmatizing experiences. *Body Image, 1*(2), 155-167.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research, 31*(4), 868-882
- Asghar, I. (2016). *Body dissatisfaction and fear of negative evaluation among adolescents* (Unpublished Master's thesis). National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan.
- Bach, D., Newman, A. L., & Weber, S., (2006). The international implications of China's fledgling regulatory state: From product maker to rule maker. *New Political Economy, 11*(4), 499-518.
- Bailey, S. D., & Ricciardelli, L. A. (2010). Social comparisons, appearance related comments, contingent self-esteem, and their relationships with body dissatisfaction and eating disturbance among women. *Eating Behaviors, 11*(2), 107-112.



- Barker, E. T., & Galambos, N. L. (2003). Body dissatisfaction of adolescent girls and boys: Risk and resource factors. *The Journal of Early Adolescence*, 23(2), 141-165.
- Bartlett, C. P., Vowels, C. L., & Saucier, D. A. (2008). Meta-analyses of the effects of media images on men's body-image concerns. *Journal of Social and Clinical Psychology*, 27(3), 279-310.
- Bearman, S. K., Presnell, K., Martinez, E., & Stice, E. (2006). The skinny on body dissatisfaction: A longitudinal study of adolescent girls and boys. *Journal of Youth and Adolescence*, 35(2), 217-229.
- Becker, A. E. (2004). Television, disordered eating, and young women in Fiji: Negotiating body image and identity during rapid social change. *Culture, Medicine and Psychiatry*, 28(6), 24-36.
- Bradshaw, J. (1972). Taxonomy of social need. 71-82 Retrieved from [https://scholar.google.com.pk/scholar?hl=en&as\\_sdt=0%2C5&q=Bradshaw%2C+J.+%281972%29.+Taxonomy+of+social+need.+71-82&btnG=](https://scholar.google.com.pk/scholar?hl=en&as_sdt=0%2C5&q=Bradshaw%2C+J.+%281972%29.+Taxonomy+of+social+need.+71-82&btnG=)
- Brennan, M. A., Lalonde, C. E., & Bain, J. L. (2010). Body image perceptions: Do gender differences exist. *Psi Chi Journal of Undergraduate Research*, 15(3), 1089-4136.
- Brennan, Maggie A. Christopher E. Lalonde; Jody L Bain (2010). Body image perception: Do gender differences exist? *Psi Chi Journal of Undergraduate Research*, 15(3), 130-138.
- Bucchianeri, M. M., Arikian, A. J., Hannan, P. J., Eisenberg, M. E., & Neumark-Sztajer, D. (2013). Body dissatisfaction from adolescence to young adulthood: Findings from a 10-year longitudinal study. *Body Image*, 10(1), 1-7.

- Buunk, B. P., Ybema, J. F., Gibbons, F. X., & Ipenburg, M. (2001). The affective consequences of social comparison as related to professional burnout and social comparison orientation. *European Journal of Social Psychology, 31*(4), 337-351.
- Byely, L., Archibald, A. B., Graber, J., & Brooks-Gunn, J. (2000). A prospective study of familial and social influences on girls' body image and dieting. *International Journal of Eating Disorders, 28*(2), 155-164.
- Calado, M., Lameiras, M., Sepulveda, A. R., Rodriguez, Y., & Carrera, M. V. (2011). The association between exposure to mass media and body dissatisfaction among Spanish adolescents. *Women's Health Issues, 21*(5), 390-399.
- Carey, R. N., Donaghue, N., & Broderick, P. (2011). 'What you look like is such a big factor': Girls' own reflections about the appearance culture in all-girls' school. *Feminism & Psychology, 21*(3), 299-316.
- Cash, T. F. (2000). *The Multi-dimensional Body-Self Relation Questionnaire Users' Manual* (3<sup>rd</sup> Rev). New York: Guilford Press.
- Cash, T. F. (2002). The situational inventory of body-image dysphoria: Psychometric evidence and development of a short form. *International Journal of Eating Disorders, 32*(3), 362-366.
- Cash, T. F., & Deagle, E. A. (1997). The nature and extent of body-image disturbances in anorexia nervosa and bulimia nervosa: A meta-analysis. *International Journal of Eating Disorders, 22*(2), 107-126.
- Cash, T. F., & Fleming, E. C. (2002). The impact of body image experiences: development of the body image quality of life inventory. *International Journal of Eating Disorders, 31*(4), 455-460.

- Cash, T. F., & Smolak, L. eds., (2011). *Body image: A handbook of science, practice, and prevention*. New York: Guilford Press.
- Cash, T. F., Morrow, J. A., Hrabosky, J. I., & Perry, A. A. (2004). How has body image changed? A cross-sectional investigation of college women and men from 1983 to 2001. *Journal of Consulting and Clinical Psychology, 72*(6), 1081.
- Cheung, P. C., Lam, S. T., & Bibby, H. (2007). A study on body weight perception and weight control behaviors among adolescents in Hong Kong. *Hong Kong Medicine Journal, 13* (1), 16-21.
- Cohane, G. H., & Pope, H. G., (2001). Body image in boys: A review of the literature. *International Journal of Eating Disorders, 29*(4), 373-379.
- Cohen, J. (1992). *A power primer*. *Psychologica; bullietin, 112*(1), 155-159.
- Collins, R. L., (1996). For better or worse: The impact of upward social comparison on self-evaluations. *Psychological Bulletin, 119*(1), 51-83.
- Crick, N. R., & Dodge, K. A. (1994). A review and reformulation of social information-processing mechanisms in children's social adjustment. *Psychological Bulletin, 115*(1), 74-101.
- Crocker, J., Luhtanen, R. K., Cooper, M. L., & Bouvrette, A. (2003). Contingencies of self-worth in college students: Theory and measurement. *Journal of Personality and Social Psychology, 85*(5), 894-908.
- Cross, S. E., & Madson, L. (1997). Models of the self: Self-construals and gender. *Psychological Bulletin, 122*(1), 5-9.
- Daniel, S., & Bridges, S. K. (2010). The drive for muscularity in men: Media influences and objectification theory. *Body Image, 7*(1), 32-38.

- Dittmar, H., & Howard, S. (2004). Thin-ideal internalization and social comparison tendency as moderators of media models' impact on women's body-focused anxiety. *Journal of Social and Clinical Psychology, 23*(6), 768-791.
- Dohnt, H., & Tiggemann, M. (2006). The contribution of peer and media influences to the development of body satisfaction and self-esteem in young girls: A prospective study. *Developmental Psychology, 42*(5), 929-938.
- Downey, G., & Feldman, S. I., (1996). Implications of rejection sensitivity for intimate relationships. *Journal of Personality and Social Psychology, 70*(6), 1327-1339.
- Downey, G., Lebolt, A., Rincon, C. & Freitas, A. L., (1998). Rejection sensitivity and children's interpersonal difficulties. *Child Development, 69*(4), 1074-1091.
- Dunkley, T. L., Wertheim, E. H. & Paxton, S. J., (2001). Examination of a model of multiple sociocultural influences on adolescent girls' body dissatisfaction and dietary restraint. *Adolescence, 36*(142), 265-279.
- Fallon, A. E., & Rozin, P. (1985). Sex differences in perceptions of desirable body shape. *Journal of Abnormal Psychology, 94*(1), 102-117.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations, 7*(2), 117-140.
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of Women Quarterly, 21*(2), 173-206.

- Furnham, A., Badmin, N., & Sneade, I., (2002). Body image dissatisfaction: Gender differences in eating attitudes, self-esteem, and reasons for exercise. *The Journal of Psychology, 136*(6), 581-596.
- Garner, D. M. (1997). The 1997 body image survey results. *Psychology Today, 30*(1), 30-44.
- Garner, D. M., & Garfinkel, P. E. (Eds.). (1997). *Handbook of Treatment for Eating Disorders*. New York: Guilford Press.
- Garner, D. M., (2002). Measurement of eating disorder psychopathology. *Eating Disorders and Obesity: A comprehensive Handbook, 2*(148), 141-146.
- George, D., & Mallery, P. (2010). *SPSS for Windows step by step. A simple study guide and reference* (4<sup>th</sup> ed.). Boston: Allyn & Bacon.
- Grilo, C. M., Masheb, R. M., Brody, M., Burke-Martindale, C. H., & Rothschild, B. S. (2005). Binge eating and self-esteem predict body image dissatisfaction among obese men and women seeking bariatric surgery. *International Journal of Eating Disorders, 37*(4), 347-351.
- Grogan, S (1999). *Body Image: Understanding Body Dissatisfaction in Men, Women, and Children*. New York: Routledge.
- Grogan, S. & Richards, H., (2002). Body image: Focus groups with boys and men. *Men and Masculinities, 4*(3), 219-232.
- Grogan, S., (2016). *Body Image: Understanding Body Dissatisfaction in Men, Women, and Children*. New York: Taylor & Francis.
- Gunther, A. C. (1992). Biased press or biased public? Attitudes toward media coverage of social groups. *Public Opinion Quarterly, 56*(2), 147-167.

- Halliwell, E., & Harvey, M. (2006). Examination of a sociocultural model of disordered eating among male and female adolescents. *British Journal of Health Psychology, 11*(2), 235-248.
- Hargreaves, D. A., & Tiggeman, M. (2006). Body image is for girls: A qualitative study of boys' body image. *Journal of Health Psychology, 11*, 567-576.
- Harter, S. (1996). scholastic motivation, self-esteem. *Social motivation: Understanding children's school adjustment. 26*(3), 11-45..
- Helgeson, V. S., & Cohen, S., (1996). Social support and adjustment to cancer: reconciling descriptive, correlational, and intervention research. *Health Psychology, 15*(2), 120-135.
- Hobfoll, S. E., (2002). Social and psychological resources and adaptation. *Review of General Psychology, 6*(4), 295-307.
- Holsen, I., Jones, D. C., & Birkeland, M. S. (2012). Body image satisfaction among Norwegian adolescents and young adults: A longitudinal study of the influence of interpersonal relationships and BMI. *Body Image, 9*(2), 201-208.
- Holt, K. E., & Ricciardelli, L. A. (2008). Weight concerns among elementary school children: A review of prevention programs. *Body Image, 5*(3), 233-243.
- Johnson, F., & Wardle, J. (2005). Dietary restraint, body dissatisfaction, and psychological distress: a prospective analysis. *Journal of Abnormal Psychology, 114*(1), 119-125.
- Jones, D. C. & Crawford, J. K. (2006). The peer appearance culture during adolescence: Gender and body mass variations. *Journal of Youth and Adolescence, 35*(2), 243-277.

- Jones, D. C. (2004). Body image among adolescent girls and boys: A longitudinal study. *Developmental Psychology*, 40(8), 823-835.
- Josephs, R. A., Markus, H. R., & Tafarodi, R. W. (1992). Gender and self-esteem. *Journal of Personality and Social Psychology*, 63(3), 391-418.
- Juvonen, J. & Wentzel, K. R. eds., (1996). *Social motivation: Understanding children's school adjustment*. Cambridge University Press, 30(1), 65-76.
- Keery, H., Van den Berg, P., & Thompson, J. K., (2004). An evaluation of the Tripartite Influence Model of body dissatisfaction and eating disturbance with adolescent girls. *Body Image*, 1(3), 237-251.
- Kennett, D. J., & Nisbet, C. (1998). The influence of body mass index and learned resourcefulness skills on body image and lifestyle practices. *Patient Education and Counseling*, 33(1), 1-12.
- Kenny, D., & Adams, R. (1994). The relationship between eating attitudes, body mass index, age, and gender in Australian university students. *Australian Psychologist*, 29(2), 128-134.
- Kim, H. Y. (2013). Statistical notes for clinical researchers: Assessing normal distribution (2) using skewness and kurtosis. *Restorative Dentistry & Endodontics*, 38(1), 52-54.
- Knauss, C., Paxton, S. J., & Alsaker, F. D. (2007). Relationships amongst body dissatisfaction, internalization of the media body ideal and perceived pressure from media in adolescent girls and boys. *Body Image*, 4(4), 353-360.

- Knauss, C., Paxton, S. J., & Alsaker, F. D. (2008). Body dissatisfaction in adolescent boys and girls: Objectified body consciousness, internalization of the media body ideal and perceived pressure from media. *Sex Roles, 59*(9-10), 633-643.
- Knauss, C., Paxton, S. J., & Alsaker, F. D. (2009). Validation of the german version of the Sociocultural Attitudes towards Appearance Questionnaire (SATAQ-G). *Body Image, 6*(2), 113-120.
- Leary, M. R., Tambor, E. S., Terdal, S. K., & Downs, D. L. (1995). Self-esteem as an interpersonal monitor: The socio-meter hypothesis. *Journal of Personality and Social Psychology, 68*(3), 518.
- Levinson, D. J. (1986). A conception of adult development. *American Psychologist, 41*(1), 3.
- Lindberg, S. M., Hyde, J. S., & McKinley, N. M. (2006). A measure of objectified body consciousness for preadolescent and adolescent youth. *Psychology of Women Quarterly, 30*(1), 65-76.
- Lindner, D., Hughes, A., & Fahy, R.. (2008). Eating pathology and social comparison in college females. *North American Journal of Psychology, 10*(3), 99-113.
- Lopez-Guimera, G., Levine, M.P., Sánchez-Carracedo, D., & Fauquet, J., (2010). Influence of mass media on body image and eating disordered attitudes and behaviors in females: A review of effects and processes. *Media Psychology, 13*(4), 387-416.
- Markey, C. N. (2010). Invited commentary: Why body image is important to adolescent development, *92*(8), 1387-1391.



- Marsh, H. W., & Parker, J.W., (1984). Determinants of student self-concept: Is it better to be a relatively large fish in a small pond even if you don't learn to swim as well?. *Journal of Personality and Social Psychology*, 47(1), 213-225.
- Martin, H. J. (1984). A revised measure of approval motivation and its relationship to social desirability. *Journal of Personality Assessment*, 48(5), 508-519.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-410.
- McCabe, M. P., & Ricciardelli, L. A. (2005). A prospective study of pressures from parents, peers, and the media on extreme weight change behaviors among adolescent boys and girls. *Behaviour Research and Therapy*, 43(5), 653-668.
- McCabe, M. P., & Ricciardelli, L. A., (2004). Body image dissatisfaction among males across the lifespan: A review of past literature. *Journal of Psychosomatic Research*, 56(6), 675-685.
- McKinley, N. M., & Hyde, J. S. (1996). The Objectified Body Consciousness Scale development and validation. *Psychology of Women Quarterly*, 20(2), 181-215.
- McLean, S. A., Paxton, S. J., & Wertheim, E. H. (2011). A body image and disordered eating intervention for women in midlife: A randomized controlled trial. *Journal of Consulting and Clinical Psychology*, 79(6), 751-785.
- Miller, J. H. (1987). Presidential address 1986. The triumph of theory, the resistance to reading, and the question of the material base. *Publications of the Modern Language Association of America*, 15(2), 281-291.

- Moradi, B., & Huang, Y. P. (2008). Objectification theory and psychology of women: A decade of advances and future directions. *Psychology of Women Quarterly*, 32(4), 377-398.
- Morrison, T. G., Morrison, M. A., & Hopkins, C. (2003). Striving for bodily perfection? An exploration of the drive for muscularity in Canadian men. *Psychology of Men & Masculinity*, 4(2), 92-111.
- Mukai, T., Kambara, A., & Sasaki, Y. (1998). Body dissatisfaction, need for social approval, and eating disturbances among Japanese and American college women. *Sex Roles*, 39(9-10), 751-763.
- Muth, J. L., & Cash, T. F. (1997). Body-image attitudes: What difference does gender make?. *Journal of Applied Social Psychology*, 27(16), 1438-1452.
- Muth, J. L., & Cash, T. F. (1997). Body-Image Attitudes: What Difference Does Gender Make? *Journal of Applied Social Psychology*, 27(16), 1438-1452.
- Myers, T. A., & Crowther, J. H. (2007). Sociocultural pressures, thin-ideal internalization, self-objectification, and body dissatisfaction: Could feminist beliefs be a moderating factor?. *Body Image*, 4(3), 296-308.
- Najam, N., & Ashfaq, H. (2012). Gender differences in physical fitness, body shape satisfaction, and body figure preferences. *Pakistan Journal of Psychological Research*, 27(2), 187-201.
- Neighbors, L. A., & Sobal, J. (2007). Prevalence and magnitude of body weight and shape dissatisfaction among university students. *Eating Behaviors*, 8(4), 429-439.
- Neumark-Sztainer, D., Goeden, C., Story, M., & WALL, M. (2004). Associations between body satisfaction and physical activity in adolescents: Implications for programs aimed at preventing a broad spectrum of weight-related disorders. *Eating Disorders*, 12(2), 125-137.

- Neumark-Sztainer, D., Wall, M.M., Story, M., & Perry, C.L., (2003). Correlates of unhealthy weight-control behaviors among adolescents: Implications for prevention programs. *Health Psychology, 22*(1), 88-114.
- Newman, D. L., Sontag L. M & Salvato, R.(2006) Psychological aspects of body mass and body image among rural American and Indian adolescents. *Journal of Youth and Adolescence, 35*(3), 281-291.
- Nigar, A. (2014). *Body dissatisfaction perfectionism and media among adolescents* (Unpublished master's thesis). National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan.
- Olivardia, R., Pope, Jr., H. G., Borowiecki, J. J., & Cohane, G. H. (2004). Biceps and Body Image: The Relationship Between Muscularity and Self-Esteem, Depression, and Eating Disorder Symptoms. *Psychology of Men & Masculinity, 5*(2), 112-156.
- Paeratakul, S., White, M. A., Williamson, D. A., Ryan, D. H., & Bray, G. A. (2002). Sex, race/ethnicity, socioeconomic status, and BMI in relation to self-perception of overweight. *Obesity, 10*(5), 345-350.
- Park, L. E. (2005). Appearance-based rejection sensitivity: Implications for mental and physical health, affect, and motivation. *Personality and Social Psychology Bulletin, 33*(5), 490-504.
- Patalay, P., Sharpe, H., & Wolpert, M., (2015). Internalizing symptoms and body dissatisfaction: untangling temporal precedence using cross-lagged models in two cohorts. *Journal of Child Psychology and Psychiatry, 56*(11), 1223-1230.

- Paxton, S. J., Schutz, H. K., Wertheim, E. H., & Muir, S. L. (1999). Friendship clique and peer influences on body image concerns, dietary restraint, extreme weight-loss behaviors, and binge eating in adolescent girls. *Journal of Abnormal Psychology, 108*(2), 255-284.
- Pelletier, L. G., Dion, S., & Lévesque, C. (2004). Can self-determination help protect women against sociocultural influences about body image and reduce their risk of experiencing bulimic symptoms?. *Journal of Social and Clinical Psychology, 23*(1), 61-82.
- Pope, H., Phillips, K. A., & Olivardia, R. (2000). *The Adonis Complex: The Secret Crisis of Male Body Obsession*. New York: Simon and Schuster.
- Presnell, K., Bearman, S. K., & Stice, E., (2004). Risk factors for body dissatisfaction in adolescent boys and girls: A prospective study. *International Journal of Eating Disorders, 36*(4), 389-401.
- Purdie, V., & Downey, G., (2000). Rejection sensitivity and adolescent girls' vulnerability to relationship-centered difficulties. *Child Maltreatment, 5*(4), 338-349.
- Raich, R. M., Rosen, J. C., Deus, J., Pérez, O., Requena, A., & Gross, J., (1992). Eating disorder symptoms among adolescents in the United States and Spain: A comparative study. *International Journal of Eating Disorders, 11*(1), 63-72.
- Ricciardelli, L. A., McCabe, M. P., Holt, K. E., & Finemore, J. (2003). A biopsychosocial model for understanding body image and body change strategies among children. *Journal of Applied Developmental Psychology, 24*(4), 475-495.
- Ridgeway, R. T., & Tylka, T. L., (2005). College men's perceptions of ideal body composition and shape. *Psychology of Men & Masculinity, 6*(3), 209-238.

- Rosen, J. C. (1996). Body image assessment and treatment in controlled studies of eating disorders. *International Journal of Eating Disorders*, 20(4), 331-343.
- Rosen, J. C., Orosan, P., & Reiter, J. (1996). Cognitive behavior therapy for negative body image in obese women. *Behavior Therapy*, 26(1), 25-42.
- Rudolph, K. D., & Conley, C. S., (2005). The socioemotional costs and benefits of social-evaluative concerns: Do girls care too much?. *Journal of Personality*, 73(1), 115-138.
- Rudolph, K. D., Caldwell, M. S., & Conley, C. S. (2005). Need for approval and children's well-being. *Child Development*, 76(2), 309-323.
- Satti, S K. (2007). *Relationship between body image and self-esteem among college students* (Unpublished master's thesis). National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan.
- Serifovic-Sivert, S., & Sinanovic, O. (2008). Body dissatisfaction: Is age a factor?. *Facta Universitatis-Series: Philosophy, Sociology, Psychology and History*, 7(1), 55-61.
- Sheerah, S., As-Sa'edi, E., Al-Jehani, A., Tajaddin, W., Al-Ayoubi, R., & Habeeb, H., (2013). Body image dissatisfaction: Prevalence and relation to body mass index among female: *Journal of Applied Psychology* 12(2), 125-137.
- Sherif, C. W., Sherif, M., & Nebergall, R. E., (1981). *Attitude and Attitude Change: The Social Judgment-Involvement Approach*. Westport: Greenwood Press.
- Shroff, H., & Thompson, J. K. (2006). The tripartite influence model of body image and eating disturbance: A replication with adolescent girls. *Body Image*, 3(1), 17-23.

- Sinton, M. M., & Birch, L. L., (2006). Individual and sociocultural influences on pre-adolescent girls' appearance schemas and body dissatisfaction. *Journal of Youth and Adolescence*, 35(2), 157-167.
- Skrzypek, S., Wehmeier, P. M., & Remschmidt, H., (2001). Body image assessment using body size estimation in recent studies on anorexia nervosa: A brief review. *European Child & Adolescent Psychiatry*, 10(4), 215-221.
- Sosik, J. J., & Dinger, S. L., (2007). Relationships between leadership style and vision content: The moderating role of need for social approval, self-monitoring, and need for social power. *The Leadership Quarterly*, 18(2), 134-153.
- Standley, R., Sullivan, V., & Wardle, J. (2009). Self-perceived weight in adolescents: Over-estimation or under-estimation?. *Body Image*, 6(1), 56-59.
- Stice, E., & Ragan, J. (2002). A preliminary controlled evaluation of an eating disturbance psycho-educational intervention for college students. *International Journal of Eating Disorders*, 31(2), 159-171.
- Stice, E., & Whitenton, K. (2002). Risk factors for body dissatisfaction in adolescent girls: A longitudinal investigation. *Developmental Psychology*, 38(5), 669-712.
- Stice, E., Shaw, H., & Marti, C. N. (2007). A meta-analytic review of eating disorder prevention programs: Encouraging findings. *Annual Review of Clinical Psychology*, 75(3), 207-231.

- Taqi, A. M., Ganatra, H. A., Zafar, S. N., & Itrat, A., (2008). Geriatric health in Pakistan: current status and challenges. *Journal of the College of Physicians and Surgeons—Pakistan*, 18(4), 262-262.
- Taylor, S. E., & Lobel, M. (1989). Social comparison activity under threat: Downward evaluation and upward contacts. *Psychological Review*, 96(4), 569-612.
- Taylor, S. E., Buunk, B. P., & Aspinwall, L. G. (1990). Social comparison, stress, and coping. *Personality and Social Psychology Bulletin*, 16(1), 74-89.
- Tergouw, M. V. (2011). Peer influences on the body satisfaction of adolescent girls: Where do we go from here?. *Social Cosmos*, 75(2), 104-110.
- Testa, M., & Major, B. (1990). The impact of social comparisons after failure: The moderating effects of perceived control. *Basic and Applied Social Psychology*, 11(2), 205-218.
- Thompson, J. K. (1990). *Body Image Disturbance: Assessment and Treatment*. New York: Pergamon Press.
- Thompson, J. K., Heinberg, L. J., Altabe, M., & Tantleff-Dunn, S. (1999). *Exacting beauty: Theory, assessment, and treatment of body image disturbance*. New York: American Psychological Association.
- Thompson, J., & Cafri, G. E., (2007). *The muscular ideal: Psychological, social, and medical perspectives*. New York: American Psychological Association.
- Tiggemann, M., & Lynch, J. E. (2001). Body image across the life span in adult women: the role of self-objectification. *Developmental Psychology*, 37(2), 243-257.

- Tiggemann, M., & McGill, A. (2004). Thin ideas in television: A source of social comparison and body dissatisfaction. *International Journal Of Eating Disorders, 35*(9), 48-58.
- Tiggemann, M., & Pennington, B. (1990). The development of gender differences in body-size dissatisfaction. *Australian Psychologist, 25*(3), 306-313.
- Twenge, J. M., & Im, C., (2007). Changes in the need for social approval: 1958–2001. *Journal of Research in Personality, 41*(1), 171-189.
- Venkatesh, V., & Morris, M. G., (2000). Why don't men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior. *MIS Quarterly, 54*(9), 115-139.
- Wardle, J., Waller, J., & Jarvis, M. J. (2002). Sex differences in the association of socioeconomic status with obesity. *American Journal of Public Health, 92*(8), 1299-1304.
- Watkins, J. A., Christie, C. & Chally, P., (2008). Relationship between body image and body mass index in college men. *Journal of American College Health, 57*(1), 95-100.
- Webster, J., & Tiggemann, M., (2003). The relationship between women's body satisfaction and self-image across the life span: The role of cognitive control. *The Journal of Genetic Psychology, 164*(2), 241-252.
- Wei, M., Mallinckrodt, B., Larson, L. M., & Zakalik, R. A. (2005). Adult Attachment, Depressive Symptoms, and Validation from Self Versus Others. *Journal of Counseling Psychology, 52*(3), 368-377.
- Wertheim, E. H., & Paxton, S. J. (2011). Body image development in adolescent girls. In T. F. Cash & L. Smolak (Eds.), *Body image: A handbook of science, practice, and prevention* (pp. 76-84). New York: Guilford Press.



- White, H. R., & Jackson, K. (2004). Social and psychological influences on emerging adult drinking behavior. *Alcohol Research & Health, 28*(4), 182-191.
- Wichstrøm, L. (1999). The emergence of gender difference in depressed mood during adolescence: The role of intensified gender socialization. *Developmental Psychology, 35*(1), 232-256.
- Wichstrøm, L., & Hegna, K., (2003). Sexual orientation and suicide attempt: A longitudinal study of the general Norwegian adolescent population. *Journal of Abnormal Psychology, 112*(1), 144-188.
- Wills, T. A. (1981). Downward comparison principles in social psychology. *Psychological Bulletin, 90*(2), 245-293.
- Woolf, A. D., & Pflieger, B. (2003). Burden of major musculoskeletal conditions. *Bulletin of the World Health Organization, 81*, 646-656.
- Wykes, M., & Gunter, B. (2004). *The media and body image: If looks could kill*. Sage.
- Yates, A., Edman, J., & Aruguete, M. (2004). Ethnic differences in BMI and body/self-dissatisfaction among Whites, Asian subgroups, Pacific Islanders, and African-Americans. *Journal of Adolescent Health, 34*(4), 300-307.
- Zaman, K. (2014). *Body dissatisfaction and disorder eating behaviors among mother during lactation period* (Unpublished master's thesis). National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan.
- Zubair, S. (2018). *Body image and generalized contentment among students* (Unpublished master's thesis). National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan.

Zuroff, D. C., Stotland, S., Sweetman, E., Craig, J. A., & Koestner, R., (1995).  
Dependency, self-criticism, and social interactions. *British Journal of  
Clinical Psychology*, 34(4), 543-553.

# APPENDICES

**Inform Consent**

I am a student at National Institute of Psychology, Quaid-i-Azam University, Islamabad. I am conducting a research aimed at relationship between need for social approval and body dissatisfaction. You are thus requested to provide with your stance on the questions asked. Instructions are provided with each set of statement separately.

I request you to support my purpose and participate in this research. I assure you that information provided by you will be kept confidential and will only be used for research purpose. Moreover, it will not be shared with any individual or organization. Your participation in this regard is completely voluntary. You always reserve the right to leave this study any time.

If you are willing to participate, please sign below on the space provided. Your support and participation will be highly appreciated. You are requested not to leave any statement unanswered.

Many Thanks!

**Tayyaba Naz (M.Sc. Student)**

---

Signature

**Appendix-B**

**Demographic Information sheet**

**Age** \_\_\_\_\_

**Gender:** Male \_\_\_\_\_ Female \_\_\_\_\_

**Education** \_\_\_\_\_

**Your Weight** \_\_\_\_\_ **Kg**

**Your Ideal Weight** \_\_\_\_\_ **Kg**

**Your Height** \_\_\_\_\_

**Family System (Nuclear)** \_\_\_\_\_ **(Joint)** \_\_\_\_\_

Appendix-C

Martin Larsen Approval Motivation Scale (MLAMS)

Please read each statement carefully and place in the table the answer which represents your degree of agreement with each statement.

Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
1	2	3	4	5

Sr no	Statements	1	2	3	4	5
1	Depending upon the people involved, I react to the same situation in different ways.					
2	I would rather be myself than be well thought of.					
3	Many times I feel like just flipping a coin in order to decide what I should do.					
4	I change my opinion (or the way that I do things) in order to please someone else.					
5	In order to get along and be liked, I tend to be what people expect me to be.					
6	I find it difficult to talk about my ideas if they are contrary to group opinion.					
7	One should avoid doing things in public which appear to be wrong to others, even though one knows that he is right.					
8	Sometimes I feel that I don't have enough control over the direction that my life is taking.					
9	It is better to be humble than assertive when dealing with people.					

10	I am willing to argue only if I know that my friends will back me up					
11	If I hear that someone expresses a poor opinion of me, I do my best the next time that I see this person to make a good impression.					
12	I seldom feel the need to make excuses or apologize for my behavior.					
13	It is not important to me that I behave 'properly' in social situations It is not important to me that I behave 'properly' in social situations.					
14	The best way to handle people is to agree with them and tell them what they want to hear.					
15	It is hard for me to go on with my work if I am not encouraged to do so.					
16	If there is any criticism or anyone says anything about me, I can take it.					
17	It is wise to flatter important people.					
18	I am careful at parties and social gatherings for fear that I will do or say things that others won't like.					
19	I usually do not change my position when people disagree with me.					
20	How many friends you have depends on how nice a person you are.					

Appendix -D

**Multi-Dimensional Body Self-Relation Questionnaire Appearance Scale (MBSRQ-AS)**

Please read each statement carefully and place in the table the answer which represents your degree of agreement with each statement.

<b>Definitely Disagree</b>	<b>Mostly Disagree</b>	<b>Neither Agree Nor Disagree</b>	<b>Mostly agree</b>	<b>Definitely Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Before going out in public, I always notice how I look					
2. I am careful to buy clothes that will make me look my best.					
3. My body is sexually appealing.					
4. I constantly worry about being or becoming fat.					
5. I like my looks just the way they are.					
6. I check my appearance in a mirror whenever I can.					
7. Before going out, I usually spend a lot of time getting ready					
8. I am very conscious of even small changes in my weight.					
9. Most people would consider me good-looking.					
10. It is important that I always look good.					
11. I use very few grooming products.					
12. I like the way I look without my clothes on.					
13. I am self-conscious if my grooming isn't right.					
14. I usually wear whatever is handy without caring how it looks.					



<b>Definitely Disagree</b>	<b>Mostly Disagree</b>	<b>Neither Agree Nor Disagree</b>	<b>Mostly agree</b>	<b>Definitely Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
15. I like the way my clothes fit me.					
16. I don't care what people think about my appearance.					
17. I take special care with my hair grooming.					
18. I dislike my physique.					
19. I am physically unattractive.					
20. I never think about my appearance.					
21. I am always trying to improve my physical appearance.					
22. I am on a weight-loss diet.					

**Please choose the best answer of the following.**

23. I have tried to lose weight by fasting or going on crash diets.

<b>Never</b>	<b>rarely</b>	<b>sometimes</b>	<b>often</b>	<b>Very often</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

24. I think I am:

<b>Very Underweight</b>	<b>Somewhat Underweight</b>	<b>Normal Weight</b>	<b>Somewhat Overweight</b>	<b>Very Overweight</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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

<b>Very Underweight</b>	<b>Somewhat Underweight.</b>	<b>Normal weight</b>	<b>Somewhat over weight</b>	<b>Very overweight</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Items 26-34. Use this 1 to 5 scale to indicate how dissatisfied or satisfied you are with each of the following areas or aspects of your body:

<b>1=Very Dissatisfied</b>	<b>2=Mostly Dissatisfied</b>	<b>3=Neither Satisfied Nor Dissatisfied</b>	<b>4=Mostly Satisfied</b>	<b>5=Very Satisfied</b>
----------------------------	------------------------------	---	---------------------------	-------------------------

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
26. Face (facial features, complexion)					
27. Hair (color, thickness, texture)					
28. Lower torso (buttocks, hips, thighs, legs) 28. Lower torso (buttocks, hips, thighs, legs)					
29. Mid torso (waist, stomach)					
30. Upper torso (chest or breasts, shoulders, arms)					
31. Muscle tone					
32. Weight32. Weight					
33. Height					
34. Overall appearance					

in:sent

[Click here to enable desktop notifications for](#)

Gmail

Move to Inbox

IV

COMPOSE

Inbox (23)

Starred

Sent

Drafts (12)

More

 TAYYABA

No recent chats  
Start a new one

We are eagerly looking forward to your favorable response.  
Regards,  
Tayyaba Naz  
National Institute of Psychology  
Quaid-e-Azam University  
Islamabad- Pakistan.



**Body Images** <body-images@comcast.net>  
to me

Hello Tayyaba,

Attached is the MBSRQ-AS and the manual. I provide these free of charge because I translate/validate in your dissertation research with up to 1000 participants. Please

Best wishes,

Thomas F. Cash, Ph.D.  
[www.body-images.com](http://www.body-images.com)  
Body-Images Research Consulting  
Naples, Florida  
email: [body-images@comcast.net](mailto:body-images@comcast.net)

**From:** tayyaba abbasi [mailto:[tayyaba.qau89@gmail.com](mailto:tayyaba.qau89@gmail.com)]  
**Sent:** Thursday, April 20, 2017 2:12 PM  
**To:** [body-images@comcast.net](mailto:body-images@comcast.net); [TCash@odu.edu](mailto:TCash@odu.edu)  
**Subject:** seeking permission