

BODY IMAGE DISSATISFACTION OF COLLEGE WOMEN:  
POTENTIAL RISK AND PROTECTIVE FACTORS

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ABSTRACT

This study explored potential risk and protective factors in relations with body image dissatisfaction by surveying 233 college women. Results of this study indicated that perceived maternal care demonstrated protective effects by moderating the relations between risk factors (i.e., perceived media pressure, general internalization of media thinness ideals) and body image dissatisfaction, decreasing their association. However, perceived maternal care and current social support failed to protect individuals from the detrimental effect of developmental teasing on body image concerns.

In contrast, a mediation test indicated that romantic attachment anxiety increased an individual's perceived pressure to internalize media messages regarding appearance ideals, which then increased one's vulnerability for body image dissatisfaction.