CHAPTER IV

RESULTS OF THE STUDY

This study aimed to investigate body image satisfaction levels and eating disordered behaviors among Thai soap opera TV actresses. A total of 246 Thai soap opera TV actresses filled in structured questionnaires and 15 of them who had EAT-26 score above its cut-off were interviewed in depth. The data were collected during January 2006 to April 2006.

This chapter presents the finding of the data analysis and is divided into two major sections: quantitative and qualitative data analysis. The quantitative data analysis of the findings is presented as follows:

1. Descriptive findings of

1.1. the independent factors related to the socio-demographic variables of age, education level, marital status, number of children, ethnicity and income level. The results are expressed as numbers, percentages, maxima and minima, means, and standard deviations.

1.2. the independent factors of occupation variables of career status, duration of being in the business, and, for specifically for the period of the past one year, frequency of work, roles, appearances, and characters. The results are expressed as numbers, percentages, maxima and minima, means, and standard deviations.

1.3. the independent and dependent factors of body image satisfaction level namely, weight, height, BMI, Body Shape Questionnaire (BSQ) score, body mass index difference (dBMI), and Figure Rating Scale (FRS) from the questionnaires. The results are expressed as numbers, percentages, maxima and minima, means, and standard deviations.

1.4. the dependent factors of eating disordered behaviors, namely Eating Attitude Test (EAT-26) scores from the questionnaires. The results are expressed as numbers, percentages, maxima and minima, means, and standard deviations.

2. Associations between

2.1. Body image satisfaction level and eating disordered behaviors among Thai soap opera TV actresses through correlation of BSQ score, dBMI, FRS, and EAT-26 score by Pearson's r correlation.

2.2. Socio-demographic factors and Occupation variables of Thai soap opera TV actresses and (1) their body image satisfaction level, and (2) eating disordered behaviors through one-way ANOVA or independent-samples t-test with 95% confidence.

The qualitative data analysis deals with the outcome from the in-depth interviews of Thai soap opera TV actresses who had risk of eating disorder on personal experience and opinions toward their motivation on weight control and methods of weight control.

4.1 Quantitative Data Analysis

4.1.1 Socio-demographic factors

Target subjects who did not complete structured questionnaires at the interview site or did not return filled questionnaires were excluded from the study. A response rate of 97.6% (246 respondents) was obtained from 252 target actresses. Of the five questions of Socio-demographic characteristic that were administered from 246 subjects, all were interpretable and summarized in Table 4.1.

The subjects of Thai soap opera TV had a mean age of 27.38 years (SD = 7.85). The actresses' ages ranged from 14 to 49 years. According to the in-depth interview, the range of actresses' ages in Thai soap opera TV actresses could be divided into 3 groups. First group, the actresses of the age between 14 to 24 years usually play young adult or teen roles, such as children, students, or young working women. Second group, the actresses of the age between 25 to 34 years usually play roles of adults, such as young mothers, younger aunts, or adult working women. Third group, the actresses of the age older than 34 years, mostly play roles of elderly characters, such as older aunts, elderly mothers, grandmothers or other elderly people. Therefore, the age distribution in this study was divided into 3 groups according to the in-depth interview as shown in Table 4.1. For Thai soap opera actresses, 99 (40.24%) were teen actresses of age 14 to 24 years, 110 (44.72%) were young actresses of age 25 to 34 years and 37 (15.04%) were adult-senior actresses of age over 35 years. Therefore, age distribution of the study is mostly young actresses (44.72%), followed by teen actresses (40.24%).

For Thai soap opera TV actresses' education levels, 40 (16.26%) had educational level below undergraduate degree, 168 (68.29%) had educational level of undergraduate degree or currently university student, and 38 (15.45%) had educational level of Master degree or higher degree. Therefore, most actresses of the study had minimum education level of undergraduate degree (83.74%).

For their marital status, 207 (84.17%) were single, 4 (1.63%) were living with partner but not yet married, 20 (8.13%) were married and 15 (6.10%) were widows, divorced or separated. Therefore, most actresses of the study were single (84.17%).

For their maternal status, 220 (89.43%) had no children, 26 (10.57%) had a child or children or being pregnant. Therefore, most actresses of the study had no children (89.43%).

For their ethnicity, 199 (80.89%) were Thai, 15 (6.10%) were Thai-East-Asian, 4 (1.63%) were Thai-Indian/Thai-Middle-East and 28 (11.38%) were Thai-European. Therefore, most actresses of the study were Thai (80.89%).

Table 4.1 Descriptive statistics for population characteristics of Thai Actresses

	Population characteristics	Frequency	%
Age (years)	**Teen: 14 – 24 years** (Mean = 20.68 SD = 2.86)	99	40.24
	Young : 25 – 34 years (Mean = 28.45 SD = 2.48)	110	44.72
	Adult-senior:35 – 49 years (Mean = 42.14 SD = 5.29)	37	15.04
	Total (Mean = 27.38 SD = 7.85)		
Educational level	**Below undergraduate degree**	40	16.26
	University/ undergraduate degree	168	68.29
	Master degree or higher	38	15.45
Marital Status	**Single**	207	84.17
	Living with partner but unmarried	4	1.63
	Married	20	8.13
	Widows/Divorced/Separated	15	6.10
Maternal Status	**No-children**	220	89.43
	Having children/Being pregnant	26	10.57
Ethnicity	**Thai**	199	80.89
	Thai-East Asian	15	6.10
	Thai-Indian/Thai-Middle-East	4	1.63
	Thai-European	28	11.38
	Thai-African	0	0.00
Annual income (Bahts)	**0-500,00**	131	53.25
	500,001-1,000,000	48	19.51
	More than 1,000,000	49	19.92
	Not provide income information	18	7.32
Monthly expense on Body care (Bahts) Mean = 5,842.68 SD = 7,356.75 Min = 0.00 Max = 20,000		-	-
Monthly expense in General (Bahts) Mean = 40,100.00 SD = 35,526.38 Min = 6,000 Max = 200,000		-	-
Occupational Status	**In entertainment business in the past one year**	234	95.12
	Out of entertainment business in the past one year	12	4.88
Duration of being in entertainment business (years) Mean = 9.07 SD = 8.22 Min = 1 Max = 42		-	-
Numbers of soap operas played in the past one year (shows) Mean = 2.76 SD = 2.54 Min = 0 Max = 9		-	-
Most acted role during the past one year	**Main**	64	26.02
	Main Support	104	42.28
	Support	50	20.33
	Extra	4	1.63
	Not act in soap opera during the past one year	24	9.76

Table 4.1 Descriptive statistics for population characteristics of Thai Actresses (Cont.)

	Population characteristics	Frequency	%
Character of the role	**Polite**	85	34.55
	Mean	55	22.36
	Childish/Tomboy	44	17.89
	Funny	32	13.01
	Others	6	2.44
	Not act in soap opera during the past one year	24	9.76
Appearance of the role	**Beauty was needed in the role**	137	55.69
	Beauty was not needed in the role	85	34.55
	Not act in soap opera during the past one year	24	9.76
Cigarette Smoking	**Non-smoking**	176	71.54
	Quit smoking	47	19.11
	Smoking	23	9.35
Alcohol consumption	**Non-drinking**	126	51.22
	Quit drinking	22	8.94
	Drinking	98	39.84

N = 246

4.1.2 Occupational variables

Of the eight questions of occupation variables and two questions of cigarette and alcohol consumption behaviors that were administered from 246 subjects, all were interpretable and summarized in Table 4.1.

For Thai soap opera TV actresses performed during 2001-2005, 234 (95.12%) were still in entertainment business, but 12 (4.88%) used to be in the entertainment business, but they were already out of the entertainment business at the time of study. Therefore, most actresses of the study were in the entertainment business during the time of this study (95.12%).

For Thai soap opera TV actresses of the study had a mean duration of being in entertainment business of 9.07 years (SD = 8.22) with a minimum and maximum duration of being in entertainment business of 1 years and 42 years, respectively.

For Thai soap opera TV actresses of the study had a mean number of soap operas played in the past one year of 1.73 shows (SD = 1.63) with a minimum and maximum number of soap operas played in the past one year of 1 show and 9 shows, respectively.

For Thai soap opera TV actresses performed during the past one year, 64 (26.02%) acted as 'Main' role, 104 (42.28%) acted as 'Main Supporting' role, 50 (20.33%) acted as 'Supporting' role and 4 (1.63%) acted as 'Extra' role, while 24 (9.76%) did not act in soap opera during the past one year. Therefore, most actresses of the study acted as 'Main Support' role (42.28%).

For Thai soap opera TV actresses performed during the past one year, 85 (34.55%) acted as 'polite' character, 55 (22.36%) acted as 'mean' character, 44 (17.89%) acted as 'childish' or 'tomboy' character, 32 (13.01%) acted as 'funny' character and 6 (2.44%) acted as other character while 24 (9.76%) did not act in soap opera during the past one year. Therefore, most actresses of the study acted as 'polite' character (34.55%).

For Thai soap opera TV actresses performed during the past one year, 137 (55.69%) said that appearance of the role they had played needed beauty in the roles, while 85 (34.55%) response that appearance of the role did not need beauty, and

24 (9.76%) did not act in soap opera during the past one year. Therefore, most actresses of the study said that appearance of the role needed beauty (55.69%).

For Thai soap opera TV actresses of the study, 131 (53.25%) had an annual income less than 500,000 Bahts, 48 (19.51%) had an annual income of range 500,001 –1,000,000 Bahts, 49 (19.92%) had an annual income more than 1,000,000 Bahts while 18 (7.32%) did not provide income information. Therefore, most actresses of the study had an annual income less than 500,000 Bahts (24.80%).

For Thai soap opera TV actresses of the study, they spent 5,842.68 Bahts (SD = 7,356.75) on body care out of their mean monthly expense in general of 40,100.00 Bahts (SD = 35,526.38). Therefore, the actresses spent approximately 15% of their monthly expense on body care.

For Thai soap opera TV actresses of the study, 176 (71.54%) have never smoked cigarette, 47 (19.11%) have quitted smoking cigarette and 23 (9.35%) are still smoking. Therefore, most actresses of the study have never smoked (71.54%).

For Thai soap opera TV actresses of the study, 126 (51.22%) have never drunk alcohol, 22 (8.94%) have quit drinking alcohol and 98 (39.84%) are still drinking alcohol Therefore, most actresses of the study have never drunk alcohol (51.22%).

4.1.3 Body image satisfaction level

Of the 41 questions of body image factors, 34 questions related to BSQ

score, and 2 questions of FRS were administered from 246 subjects. All were

interpretable and summarized in Table 4.2 and Table 4.3.

Table 4.2 Descriptive Statistics for the participants' Weight, Height, BMI and Figure
Rating Scale of Thai soap opera actress

Variables	Range	Mean	SD
Weight (kg.)			
Current actual weight	40.0 – 133.0	49.46	8.14
Desired weight (at the current height)	38.0 – 61.0	47.25	4.68
Ideal weight	42.0 – 65.0	48.95	4.03
Difference between			
- Current weight and desired weight	0.0 – 73.0	3.34	5.54
- Current weight and ideal weight	0.0 – 73.0	2.95	5.49
Height (cm.)			
Current actual height	155.0 – 178.0	166.34	5.25
Ideal height	155.0 – 180.0	170.36	4.13
BMI (kg./m^2)			
Current actual BMI	15.06 - 46.57	17.87	2.75
Desired BMI (current height, desired weight)	14.17 - 22.41	17.07	1.42
Ideal BMI	14.69 - 22.49	16.88	1.39
Difference between			
- Current BMI and desired BMI	0.00 - 25.56	1.06	1.93
- Current BMI and ideal BMI	0.00 - 25.56	1.24	1.97
Figure Rating Scale			
Current Figure	1 - 9	3.07	1.09
Desired Figure	1 - 5	2.43	0.74
Ideal Figure	1 - 4	2.59	0.73
Thin Figure	1 - 3	1.82	0.73
Fat Figure	3 - 7	5.16	0.92
Discrepancy between			
- Current Figure and desired Figure	0 - 6	0.60	1.05
- Current Figure and ideal Figure	0 - 6	0.45	1.22

N = 246

For Thai soap opera TV actresses of the study, the mean current actual

weight of the actresses was 49.46 kg. (SD = 8.14) with a minimum current actual

weight of 40.0 kg., and a maximum current actual weight of 133.0 kg. The mean

desired weight (at their current heights) was 47.25 kg. (SD = 4.68) with a minimum

desired weight of 38.0 kg., and a maximum desired weight of 61.0 kg. The mean ideal

weight was 48.95 kg. (SD = 4.03) with a minimum ideal weight of 38.0 kg. and a

maximum ideal weight of 61.0 kg. Therefore the mean difference between current

weight and desired weight was 2.21 kg., while the mean difference between current

weight and ideal weight was 0.52 kg.

For Thai soap opera TV actresses of the study, the mean current actual

height was 166.34 cm. (SD = 5.25) with a minimum current actual height of 155.0 cm.

and a maximum current actual height of 178.0 cm. The mean ideal height was 170.36

cm. (SD = 4.13) with a minimum ideal height of 155.0 cm. and a maximum ideal

height of 180.0 cm.

For Thai soap opera TV actresses of the study, the mean current actual

BMI was 17.87 kg./m^2 (SD = 2.75) with a minimum current actual BMI of 15.06

kg./m^2 and a maximum current actual BMI of 46.57 kg./m^2. The mean desired BMI

(at current height and desired weight) was 17.07 kg./m^2 (SD = 1.42) with a minimum

desired BMI of 14.17 kg./m^2 and a maximum desired BMI of 22.41 kg./m^2 The mean

ideal BMI was 16.88 kg./m^2 (SD = 1.39) with a minimum ideal BMI of 14.69 kg./m^2

and a maximum ideal BMI of 22.49 kg./m^2 Therefore the mean difference between

current BMI and desired BMI was 0.80 kg./m^2 while the mean difference between

current BMI and ideal BMI was 1.00 kg./m^2.

For Thai soap opera TV actresses of the study, the mean current Figure

(minimum of 1 to maximum of 9) was 3.07 (SD = 1.09), while the mean desired

Figure (minimum of 1 to maximum of 5) was 2.43 (SD = 0.74) and the mean ideal

Figure (minimum of 1 to maximum of 4) was 2.59 (SD = 0.73). The mean thin Figure

(minimum of 1 to maximum of 3) was1.82 (SD = 0.73) and the mean fat Figure

(minimum of 3 to maximum of 7) was 5.16 (SD = 0.92). Therefore the mean

discrepancy between current Figure and desired Figure was 0.60 while the mean

discrepancy between current Figure and ideal Figure was 0.45.

Table 4.3 Descriptive Statistics for Body Image Factor (BSQ score) and Disordered
eating behaviors (EAT-26 score) of Thai soap opera actress

Variables	Criteria	Frequency	%
BSQ Score			
Mean = 84.88 SD = 30.96 Min = 34 Max = 181			
Normal body image satisfaction	<110	200	81.30
Low body image satisfaction	=110+	46	18.70
EAT-26 Score			
Mean = 10.97 SD = 9.61 Min = 0 Max = 44			
Normal eating behavior	<20	202	82.11
Risk of eating disorder/subclinical eating disorder	= 20+	44	17.89
Current BMI (kg./m^2)			
Mean = 17.87 SD = 2.75 Min = 15.06 Max = 46.57			
Under weight	<18.5	191	77.64
Normal weight	18.5-22.9	51	20.73
Over weight	23.0-24.9	1	0.41
Obesity	>25.0	3	1.22
N = 246			

As shown in Table 4.3 for Thai soap opera TV actresses of the study,

the mean BSQ score was 84.88 (SD = 30.96) with a minimum BSQ score of 34 and a

maximum BSQ score of 181 as shown in Table 4.3. BSQ can be used to classify

eating disorder behavior in order to indicate clinically significant body dysphoria

(Cooper et.al,1987). Thus, body image satisfaction level in this study can be classified

into 2 groups as group 1 normal body image satisfaction if BSQ score is less than 110

and as group 2 low body image satisfaction if BSQ score is more than or equal to 110.

200 (81.30%) Thai soap opera TV actresses had normal body image satisfaction

while 46 (18.70%) had low body image satisfaction (18.70%) which can lead to risk of eating disorder. However, the majority had normal body image satisfaction (81.30%).

For Thai soap opera TV actresses of the study, the mean current BMI was 17.87 (SD = 2.75) with a minimum BMI of 15.06 and a maximum BMI of 46.57 as shown in Table 4.3. Participant's weight can be classified into 4 groups as group 1 under weight if current BMI is less than 18.5, as group 2 normal weight if current BMI is in range of 18.5-22.9, as group 3 over weight if current BMI is in range of 23.0-24.9, and as obesity if current BMI is more than or equal to 25. 191 (77.64%) of Thai soap opera actresses were under weight, 51 (20.73%) were normal weight, 1 (0.41%) were over weight and 3 (1.22%) were obesity. Therefore, most actresses of the study were under weight (77.64%).

4.1.4 Eating disordered behaviors

Of the 41 questions of body image factor, 26 questions related to eating behaviors (EAT-26), were administered from 246 subjects. All were interpretable and summarized in Table 4.3.

For Thai soap opera TV actresses of the study, the mean EAT-26 score was 10.97 (SD = 9.61) with a minimum EAT-26 score of 0 and a maximum EAT-26 score of 44. Disordered eating behaviors can be classified into 2 groups to identify persons with problematic attitudes and behavior toward eating; as group 1 normal eating behavior if EAT-26 score is less than 20 and as group 2 risk of eating disorder or subclinical eating disorder if EAT-26 score is more than or equal to 20 (Garner

et.al, 1982). 202 (82.11%) Thai soap opera TV actresses had normal eating behavior while 44 (17.89%) had risks of eating disorder or subclinical eating disorder. Therefore, the majority were normal eating behavior (82.11%).

4.1.5 Associations between Body image satisfaction level and eating disordered behaviors

As shown in Table 4.4, BSQ score of Thai soap opera TV actresses showed moderate positive correlation with a difference between current BMI and desired BMI (0.360) as well as showed a medium high positive correlation with a discrepancy between current Figure and desired Figure (0.572) and a high positive correlation with eating disorder behavior by EAT-26 score (0.782). This indicates that generally the more body image *dissatisfaction* level an Thai soap opera TV actresses the higher degree of eating disorder they had. This variable (eating disorder behavior) reflects how a woman perceives her body image distortion and fear of gaining weight, from refusal of eating to excessive exercise or self-induced vomiting.

The mean BMI of Thai soap opera TV actresses was 17.87 (SD 2.75). Using cutoff BMI of 18.5, 191 (77.64%) actresses were under weight. The mean difference between current BMI and desired BMI (dBMI) showed a high positive correlation with the mean difference between current Figure and desired Figure (dFRS) at Pearson $r = 0.661, p < .01$.

The mean EAT-26 score of Thai soap opera TV actresses was 10.97 (SD 9.61). Using a cut-off score of 20 (Garner et al., 1982), 44 subjects (17.89%) were eating disordered. Of all responses questionnaires from the actresses, the five

items having the highest endorsement rates were Items 26 (53.25%: "do not enjoy trying new rich food"), Item 4 (40.24%: "Have gone on eating binges where I feel that I may not be able to stop"), Item 12 (38.21%: "Think about burning up calories when I exercise"), Item 1 (32.52%: "Am terrified about being overweight"), and Item 8 (28.46%: "Feel that others would prefer if I ate more"), According to EAT-26 classification, each item can be classified into 3 subscale as the Dieting subscale (Items: 1, 6, 7, 10, 11, 12, 14, 16, 17, 22, 23, 24, 25), Bulimia and Food Preoccupation subscale (Items: 3, 4, 9, 18, 21, 26), and Oral Control subscale (Items: 2, 5, 8, 13, 15, 19, 20). Therefore, the majority of Thai soap opera actresses were preoccupied with food and pertaining oral control (Items 26 and 8), secondly on concerning on food preoccupation and bulimia (Item 4), and thirdly concerning on with weight control behavior (Items 12 and 1), respectively

Table 4.4 Descriptive Statistics and Association between key variables and Pearson's correlation coefficient with confidence of 95%, shown in correlation matrix

Variables	Mean	SD	BSQ	dBMI	dFRS	EAT-26
BSQ	84.88	30.96	1			
dBMI	1.06	1.93	0.360**	1		
dFRS	0.89	0.82	0.572**	0.661**	1	
EAT-26	10.97	9.61	0.782**	0.273**	0.369**	1

N=246

** $p < 0.01$

dBMI = Difference between current BMI and desired BMI

dFRS = Discrepancy between current FIGURE and desired FIGURE

4.1.6 Associations between Socio-demographic factors and Occupation variables with body image satisfaction level and eating disordered behaviors

As shown in table 4.5, on comparing the means for BSQ score with the mean of ages, educational level, marital status, maternity status, ethnicity, number of soap opera played in the past one year, most acted role during the past one year, character of the role, appearance of the role, annual income, cigarette smoking and alcohol drinking with 95% confidence, it was found that, those variables were not significant different among group of variables. Except BSQ score with occupation status (p=0.039), duration of being in entertainment business (p=0.012), and expense on body care (p=0.012).

As shown in table 4.5, on comparing the mean of EAT-26 score with the mean of ages, educational level, marital status, occupation status, number of soap opera played in the past one year, most acted role during the past one year, character of the role, appearance of the role, annual income, cigarette smoking and alcohol drinking with 95% confidence, it was found that, those variables were not significant different among group of variables. Except EAT-26 with maternity status (p=0.013) and ethnicity (p=0.002), duration of being in entertainment business (p=0.005), and expense on body care (p=0.018).

On carrying out the independent sample test on BSQ score, it was found that there were significant differences between BSQ score of actresses who were still in entertainment business during the past one year and those who were

already out of entertainment business during the past one year ($p = 0.039$). The actresses who were still in entertainment business during the past one year (mean BSQ of 85.74) tend to have more chance to have low body image satisfaction than the actresses who were already out of entertainment business during the past one year (mean BSQ of 68.17).

On carrying out the independent sample test on EAT-26 score, it was found that there were significant differences between EAT-26 score of actresses who had children and those who had no children ($p = 0.013$). The actresses who had no children (mean EAT-26 score of 11.53) tend to have less chance to have normal eating behavior than the actresses who had children (mean EAT-26 score of 6.83).

Using the Scheffé post hoc test on EAT-26 score, it was found that these differences are between Thai-East-Asian actresses and Thai actresses ($p = 0.002$) and between Thai-East Asian actresses and Thai-European actresses ($p = 0.029$). As different ethnicity, Thai-East-Asian actresses (mean EAT-26 score of 19.87) tend to have more chance to have risks of eating disorder or sub-clinical eating disorder than the Thai actresses (mean EAT-26 score of 10.44) and Thai-European actresses (mean EAT-26 score of 10.79), respectively.

On performing Pearson correlation test, it was found that BSQ score and EAT-26 score were significantly negative correlation with duration of being in business. The longer actresses in entertainment business, the more they have normal body image satisfaction level and the less they risk themselves of having eating disorder behavior. Moreover, BSQ and EAT-26 were significantly positive correlation

with monthly expense on body care. The more the actresses concern on body image

satisfaction level and the more their concern on eating disorder behavior, the more

they spend on body care.

Table 4.5 Descriptive Statistics and Association between key variables by ANOVA, t-Test and Pearson's r correlation coefficient with confidence of 95%, shown in correlation matrix

Variables	BSQ		EAT-26	
	ANOVA (F)	p-value	ANOVA (F)	p-value
Age	0.180	0.982	0.590	0.943
Educational level	0.225	0.775	0.170	0.844
Marital status	0.202	0.895	1.083	0.357
Ethnicity	2.451	0.064	5.172**	0.002
Annual income	1.661	0.192	1.144	0.321
Most acted role during the past one year	1.493	0.217	0.348	0.791
Character of the role	1.313	0.266	1.746	0.141
Cigarette smoking	1.413	0.245	2.774	0.064
Alcohol drinking	0.141	0.869	1.232	0.293

	BSQ		EAT-26	
	t-test	p-value	t-test	p-value
Maternity status (Having/Not having children)	1.180	0.239	2.498*	0.013
Occupation status	-2.301*	0.039	-1.482	0.160
Appearance of the role	-0.103	0.918	1.369	0.173

	BSQ		EAT-26	
	Pearson's r correlation	p-value	Pearson's r correlation	p-value
Duration of being in entertainment business	-0.160*	0.012	-0.177**	0.005
Number of soap opera played in the past one year	0.048	0.453	0.036	0.579
Monthly expense on body care	0.160*	0.012	0.151*	0.018

N=246

$* p < 0.05, ** p < 0.01$

4.2   Qualitative Data Analysis

4.2.1   Introduction

The purpose of the in-depth interview of 15 Thai soap opera TV actresses who had risk of eating disorder or subclinical eating disorder were to explore and describe their view toward their motivation on weight control and methods of weight control.

To protect the confidentially, the names of respondents were not recorded with only their opinion and experiences noted. A log book and code-book were maintained and tabulation was used to facilitate data analysis. This report make use of a set of questions in exploring the various aspects related to body image satisfaction level of subjected Thai opera TV actresses, and their eating disorder behaviors toward their motivation on weight control and methods of weight control.

4.2.2   Findings

(1) What is the most influencing factor to make you control your weight?

Thai soap opera TV actresses who had risk of eating disorder behaviors, admitted that their major influencing factors on weight control was their lack of self-body image satisfaction level, especially when comparing with other actresses and when enforcing by influencing people in entertainment business who made decision on role audition and TV production. Some of them admitted that their important influencing factor on weight control was to meet public perception of beauty. Interestingly, the society's perception of thinness as beauty reached an

extreme among TV actresses worldwide in the 1990's due to globalization era. One of Thai soap opera TV actress who had risk of eating disorder behaviors, admitted that a mis-perception of beauty was leading her to eating disorders of anorexia.

Occupational pressure from other persons influencing in entertainment business such as producers, directors, managers, costume managers made the actresses eager to do everything to be thinner, especially when the beauty to be seen on TV must be thin and tiny figure. Most of the times, they forced the actresses to lose their weight to cope with the public perception by giving them sarcastic comments on their weight and figure. The public perception to be thinner became more serious in coordination with their personal beliefs of Thai soap opera TV actresses themselves on "The figure seen on TV is always larger than original". They believed that when they were on TV screen their body will be looked fatter than normal. Thus, they tended to control their weight and body shape as thin as possible, especially when comparing with other actresses in the same show. The most importance influencing was social expectations (e.g. groupies of fan club and audiences) expected to see beautiful and good shape actresses, specifically very thin and tiny.

Actress A (21 years old): *"Now I am a forth year college student, believe it or not, I only gained 2 kilograms since high school when I was first seen in TV. My mother, also my personal manager never allowed me to have cake or any soft drink to keep my body less swollen in TV monitor, or at least less swollen than the actresses next to me in the frame".*

Actress B (26 years old): *"When I came back from America for my graduated studies, I first saw most Thai girls on the street were so tiny and barely seen their fatty tummy in a half length T-shirt. I was so frightened when my TV producer told me to lose at least 5 kilograms before the first day of TV shooting. Once, the production costume took away my dish when I just started to have lunch and told me to stop eating, otherwise, I won't fit in the tiny dress, it made me scare of eating at the production site".*

Actress C (35 years old): *"It is necessary for me to keep my body in good shape all the time even when I went on shopping in the supermarket near my house because most shop seller told me that my body was still looked as good as seen in Television and asked for my beauty secret."*

Actress D (29 years old): *"A few years after I was in beauty contest which was looking for a well-shaped body to represent Thai woman figure, I first took part in TV show which was looking for a tiny-shaped body. I had to make every afford to loose my weight, one of my serious behavior was to make myself vomitting after meals. I got the idea of not allowing food into my stomach from magazine interviewd beuty tip of Hollywood actresses. I always saw that my body needed to loose some kilogram even my friends saw me that I barely had any fat. Then, I had to have medical consultant on my diet after my first unconscious during TV shooting."*

(2) Which methods have you ever used to control your weight and shape?, and How successful was it?

Thai soap opera TV actresses who had risk of eating disorder behaviors, chose the method of "not taking any food or rich food" as their weight control diet and made their most afford on trying new and efficient methods for weight loss. They chose every quick method for weight loss even though they may risk their health. Many TV actresses have forced themselves to lose weight by variety of methods such as having no food or low carbohydrate or fatty meals, purging after meals, or using new medical treatment to maintain their body shape such as cosmetic surgery, Liposuction, Carboxy therapy, weight control pills and even Laxative to eliminate fat in their body.

Actress E (17 years old): *"It is my routine not to have any carb as Atkin's formula for almost 2 years. If I woke up in the morning, I saw myself in the mirror with a feeling of over-weight, I will skip breakfast as well as barely have food all day or even make myself vomiting after dinner"*.

Actress F (35 years old): *"Even I always act in a funny role, I must have my body as same as those who are the main role because everyone preferred thin and tiny actresses. I have tried every weight control program available in Thailand, such as weight loss pills such as Lexative, extensive exercise at the famous fitness center, drinking water instead of meals for straight 2 days before my show, also spending my money on new fat elimination technology such as meso-therapy and carboxy-therapy"*.

Actress G (28 years old): *"Whenever I gained weight after uncontrollable extensive dinner at late night, I went straight away to my doctor in the*

morning and let her injected Carbon-dioxide gas into my fatty skin and only an hour

of sleeping, I can walk out confidently from the clinic. It is very easy way to feel good

after my night long guilty of taking a lot of food".

4.2.3 Summary

From the qualitative data, it is obvious that a significant number of Thai soap opera TV actresses may indeed have eating disorders or at least are underweight while not having this self-realization. They are scarified themselves to be thinner for the occupation purpose and public expectation. The findings of this study showed that indeed there may be eating disorders prevalent in this segment of the Thai population which may lead to future serious health impact on the whole population who perceived the TV actresses as role model of beauty. These health risks may become dominantly that neither the TV actresses nor those work in the entertainment business were aware of.