

Predicting Interest in Cosmetic Surgery in Thailand: Media Influence, Body Image, and Self-Monitoring

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Abstract

This study aims to examine the relationships between three psychosocial factors and Thai people's interest in undergoing cosmetic surgery. The three psychosocial factors include media influence, body image, and self-monitoring. Four hypotheses were formed. We predicted that there will be a positive relationship between media influence and interest in cosmetic surgery, a negative relationship between body image and interest in cosmetic surgery, a positive relationship between self-monitoring and interest in cosmetic surgery, and that body image will mediate the predicting relationship between media influence and interest in cosmetic surgery. One hundred and seven Thai participants completed questionnaires regarding their interest in cosmetic surgery, media influence, their body image satisfaction, and their self-monitoring ability. Our finding revealed a significant positive relationship between media influence and the participant's interest in cosmetic surgery whereby the more media influence people are exposed to, the more interested in cosmetic surgery they become. There was no significant relationship found between body image and the level of interest; neither did we find significant relationship between self-monitoring concept and interest. This study investigated the relationship of these three psychosocial factors simultaneously with interest in cosmetic surgery whereas existing

studies have not yet explored. We also explored and discussed the possible rationale behind our findings as they contrast other existing research.

Field of Study: Psychological science Student's Signature _____

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Chapter 1

Introduction

Cosmetic surgery is becoming more widely accepted and could be considered almost as a fashion trend universally. This is evidently due to the heavy influences in the form of media where popular American celebrities no longer deny their recently done cosmetic surgeries through social media as well as Thai celebrities; nowadays they openly promote them. Studies have been conducted to explore psychosocial factors influencing people's motivation to undergo cosmetic surgery. For example, a study found that women who evaluated their body image more positively were less motivated to undergo cosmetic surgery compared to those who gave lower ratings for their body image (von Soest, Kvalem, Skolleborg, & Roald, 2006). The finding of another study suggested that those who are preoccupied with adjusting their behaviors to match with the social settings have a higher tendency to undergo cosmetic surgery than those who do not (Matera, Nerini, Giorgi, Baroni, & Stefanile, 2015). Presumably, Thailand is one of the well-known countries in Asia for its expertise in performing cosmetic surgeries, it is interesting to further examine Thai people's motivations or influences for undergoing cosmetic surgery. It was suggested that the desire to undergo cosmetic surgery is derived from the combination of psychological and emotional factors (Haas, Champion, & Secor, 2008). However, these motivations and underlying psychosocial factors are influencing the way Thai people think about cosmetic surgery. Also, in Thailand there has not been any studied about how Thai people view toward cosmetic surgery and how much they are interested in having cosmetic surgery. Therefore, the aim of this present study is to examine how three psychosocial factors—media, body-image, and self-monitoring- influence the interest of Thai population to undertake or pursue cosmetic surgery.

We operationalised 'cosmetic surgery' as an act of adding, subtracting, or otherwise morphing the physical shape of the face and body for aesthetic purposes. In our study, we

selected three variables that we predict to present significant correlations with the interest to partake in cosmetic surgeries as they could be important predictors. The three variables are media, body image, and self-monitoring. These variables could help us gain a better understanding of how these factors could influence the Thai society towards cosmetic surgery.

Theoretical Background

Media Influence

Media or mass media such as television, magazine, or Internet were extensively found to heavily influence and have a psychologically impact on the viewers regardless of age, either directly or indirectly. In children, especially the generation that was born in the era of technology, media was considered as one of the largest influence that could impact on their life and development (Vandewater et al., 2005). This is because media such as an Internet is extremely easy to access in just a click. Lawrie, Sullivan, Davies, and Hill (2006) suggested that media can influence and impact on how children perceive their own body image. Media was found to alter their ideal body type such as to be thin is the ideal and gaining weight is a negative stigma. Also, both boys and girls were found to have a positive notion with lean and thin body while having a negative stigma with being overweight. These were considered to be due to the thinness ideal that was promoted by the celebrities in the media. This study implied that message portrayed in the media could have a massive impact on individuals, especially children and adolescents. Media was found to create a different trend at different stage of age, whereby adolescent is the most vulnerable stage to receive a strongest influence from the media. Especially, this could make them even more vulnerable to be influenced by the media when they get older if they think that the media portrayed the realistic picture of the world.

Furthermore, it creates the phenomenon of celebrity worship because media often portray the positive appearances and ideal body types of the celebrities. Celebrity worship is the phenomenon that was arisen by the influence of media and it had been prevalently found to be

associated with the incidence of interest in pursuing cosmetic surgery. It is also defined as a para-social relationship that an individual knows the celebrity, but the celebrity is not (Maltby & Day, 2011) or the adoration of celebrities as a role model. This is considered as part of an identity development as it creates a sense of fulfillment of the viewers. There were three categories of the celebrity worships that are “Entertainment-Social, Intense-personal, and Borderline-pathological”. Maltby and Day (2011) indicated that an intense level of personal celebrity worship among young adults was associated with the willingness to undergo cosmetic surgery. The association was found to stay for at least a period of 8 month and even after controlling the predictors such as self-esteem and satisfaction of body. Correspondingly, Swami, Taylor, and Carvalho (2009) found a strong positive association between the acceptance of cosmetic surgery and celebrity worship among the female undergraduates. Participants who scored high on the celebrity worship scale were more likely to view cosmetic surgery positively and considered to pursue a cosmetic surgery themselves. Intense-personal celebrity worship or individuals who had an intense feeling towards the celebrity had the strongest association with the Acceptance of Cosmetic Surgery (ACC) subscales. Implying that females who hold an intense-personal celebrity worship attitude are those who most likely to have a positive attitude about cosmetic surgery and likely to pursue it in reality. Furthermore, social comparison processes could explain the association between media and interest in cosmetic surgery. This is because the celebrities exhibited a societal standard of beauty via a television or magazine and this influenced the viewers’ interest to alter their own physical appearance to conform the standards.

Cultivation theory, social comparison, and social learning were the three models of media effects that Nabi (2009) used to explain the influence of media on women’s body satisfaction, perception of perceived risks and benefits of undergoing the surgery, and their interest in cosmetic surgery. It was revealed that being exposed to TV cosmetic surgery program might

influence the viewers' interest to undergo cosmetic surgery procedures. The cultivation theory explained this correlation as participants who viewed the cosmetic surgery reality TV program interested to pursue a range of cosmetic surgery in real life because they over-related what is being portrayed in the media with the reality. Alternatively, social comparison theory explained this correlation by that there were two levels of social comparisons, upward and downward. Low body satisfaction individuals were more interested to undergo a cosmetic surgery enhancement because they are prone to make an upward social comparison. Lastly, social learning theory explained that viewers' behaviour were associated with what they perceived to be rewarded and punished in the media, thus they act accordingly.

Media was consistently found to have an impact on how individual perceived their body image. Markey and Markey (2010) investigated the influence of media on youths' interest in modifying their physical appearance via using cosmetic surgery. The specified media that was used is reality TV shows about cosmetic surgery. As a result, it was concluded that women were more likely to pursue cosmetic surgery than men, body dissatisfaction was likely to predict the desire to alter physical appearance using cosmetic surgery, and self-esteem was not a predictor of the interest in cosmetic surgery. Participants' positive impression towards the cosmetic surgery reality TV show was associated with the desire to alter their physical appearance using cosmetic surgery. Thus, media exposure could distort how one perceives of their body image. Moreover, a plastic surgery reality television show was found to influence the decision-making of individuals who were novel or first-time seeking to cosmetic surgery consultation (Crockett, Pruzinsky, & Persing, 2007). Individuals who frequently viewed the plastic surgery reality television show was found to be less thoughtful about the risk of surgery and felt that they are likely to pursue cosmetic surgery in the near future than the less frequently viewers. In sum, it seems that media has portrayed the image of ideal body which in turn, appears to create the feeling of body dissatisfaction (Grabe, Ward, & Hyde, 2008). Taken all the studies into account, it can be

concluded that exposure to a cosmetic surgery reality television show could influence individuals to pursue a cosmetic makeover surgery in reality. However, we hypothesized that this will only occur to the extent that these shows create feeling of body dissatisfaction amongst the viewers.

Body Image

Body image is defined as when one considers and judges oneself as having an attractive, handsome, good-looking, or beautiful features compared to other people in the society (Cusumano & Thompson, 1997). Body image is one of the factors that increases or decreases one's confidence by just looks or physical appearance alone. Physical appearance has lots of influences in several areas such as career opportunities, getting in a relationship, and even the self-perception (Sarwer & Crerand, 2004). However, body image is more focused on the individual's judging or perceiving of herself/himself by comparing herself/himself from other people or ideal body image, which one thinks it looks good, beautiful, or attractive. The factors that influence people to perceive or judge themselves as being a good-looking are mostly the influence from the media, friends, people in the society, social norms of judging attractiveness, or even their own perspective of self, and personality (Swami, 2009). The research showed that women are more focused on their physical appearance and think of it as a big deal compared to men (Sarwer et al., 2005). This might be because women are more attentive to their body and they are more meticulous when caring for their physical looks rather than men (Park, Calogero, Harwin, & DiRaddo, 2009).

Moreover, women tend to be more satisfied when somebody tells them that they are "pretty", "attractive", or "beautiful". This is when the self-perception is positive. On the other hand, when women were told that they are rather "chubby" or that their facial appearance is not what people would consider to be attractive, their self-confidence would be low and their self-perception would likely be more negative (Brown, Furnham, Glanville, & Swami, 2007). Currently, there is great deal of cosmetic surgery locations and people are more accepted for

their decisions to partake in cosmetic surgery (Sarwer & Crerand, 2004). Research showed that the society is taking a more open perspective to those who underwent cosmetic surgeries on their faces and body (Swami, 2009). Nowadays, women are more likely to be interested in having cosmetic surgery compared to men, in which they expect that the surgeries will consequently increase the satisfaction of their body image compared to prior to having a cosmetic surgery.

According to the research, it showed that people who have low scores on body image tend to be more interested in cosmetic surgery compared to those who achieved high scores on the Body image scale. Moreover, there is a strong correlation between body image and cosmetic surgery ($r = 0.6$), which corresponds to the other research that suggested a negative relationship towards cosmetic surgery (Sarwer et al., 2005). The lower body image satisfaction, the more interested in having cosmetic surgery people will become. This is because people tend to have a self-perception including having unattractive facial features and body, as well as when they received negative comments about their appearance from others such as their peers, parents, or siblings (Kvalem, von Soest, Roald, & Skolleborg, 2006). This means that people who have low body satisfaction for their physical appearance usually seek solutions to enhance that particular satisfaction and one of the solution is having cosmetic surgery (von Soest, Kvalem, Skolleborg, & Roald, 2006).. It will not only help them to have a more attractive physical appearance, but it will also affect how society would encourage and judge them in a positive way. Also, it would affect those people in a better way including their overall well-being, social-acceptance, career opportunities, and self-confidence about their physical appearances. Thus, it can be concluded that body image has a big influence on both of our mental health and well-being as well as a more attractive appearance, which will be largely accepted (Grogan, 2006). For the mental well-being, it is more focused on how one perceives oneself and the satisfaction one have post-surgery (von Soest, Kvalem, Roald, & Skolleborg, 2009). In regards of achieving a healthy physical wellbeing, it revolves around whether one would feel comfortable about having this kind of body

image (Grogan, 2006). Cosmetic surgery affects outer physical body parts because it is an alteration of one's body to fit into a style that our society finds most appealing, attractive, and encourages individuals to gain more self-confidence, self-satisfaction, and become accepted from other people.

Self-monitoring (SM)

The theory of self-monitoring (SM) was explicated by Snyder (1974) as the extent to which a person adjusts or regulates their self-presentation according to environmental or situational cues. Higher variability of behaviour and attitude change are depending on different situational cues, which could be expected from those who are considered to be high self-monitors. On the one hand, high self-monitors are generally expected to be attentive of others' opinion of them as they tend to show expressive behaviours that are incongruent with their true feelings to gain the general population's acceptance or approval. These people are generally considered to be "social chameleons" due to their intentional social adaptability (Lennox & Wolfe, 1984; Snyder, 1974). On the other hand, those who are low in the need-for-approval are less likely to exhibit self-monitoring behaviour, whereby they will not take much effort in appropriately modifying their behaviour to fit with different social settings; thus, they show less variability in their overall behaviour.

The relationship between self-monitoring and cosmetic surgery has been studied to some degree. For example, a study investigating Italian women's views on their interest in breast cosmetic surgery has suggested three main predictors of a positive view towards breast cosmetic surgery. One of the three factors was found to be highly influenced favourable views of breast cosmetic surgery was self-monitoring. The study's hypothesis was that self-monitoring will predict a more positive view towards breast cosmetic surgery with internalisation or absorbing the public aesthetic view of thin ideals as a moderator. The findings correspond with their prediction, such that high self-monitoring women who are more inclined to internalise or take

into account the public's notion of the thin ideals tend to convey a positive regard to breast cosmetic surgery. Since high self-monitors have a tendency to be more aware of and absorb the social cues that surround them, it is likely that they are also aware of the culturally-accepted beauty standards of the thin ideals, which consequently raise their interest in undertaking the cosmetic procedures to a more positive light than those who are low self-monitors (Matera, Nerini, Giorgi, Baroni, & Stefanile, 2015). Further, this finding is congruent with Sullivan and Harnish's (1990) findings whereby physical appearance is considered very important to them and that they tend to exhibit behaviours that are oriented towards their physical appearance. To a certain extent, high self-monitors might even consider their physical appearance as a tool to gain other people's acceptance or approval. Thus, if cosmetic surgery could potentially aid them in behaviour adjustment to a particular social situation, they might be more likely to undertake cosmetic surgery. One limitation of Matera et al.'s (2015) study is the fact that their focus group is only women who are interested in undertaking breast cosmetic surgery. Therefore, we will address this drawback in our study by broadening our focus group to all kinds of cosmetic surgeries in order to produce a more generalisable finding.

Body Image as a Mediator

Media influence does lead to the concern of body image among women (Grabe, Ward, & Shibley Hyde, 2008), regardless of age. This is because media is all about people promoting some products, films, updating news, and showing their appearance as a way to gain more popularity or even promoting their style of themselves or new trends of this era. Hence, body image of the presenters in the media has as effects on how one perceives oneself and how one started to compare oneself to the presenters, especially physical appearance characteristics. Meta-analyses study has found that a reality makeover TV show that depicted a thin-ideal body image to viewers could indeed influenced them to have a concern or dissatisfy with their own

body image. Both experimental and correlational studies had proven the evidence of this correlation, which implying a strong support for the influence of media on women's body image.

Turner, Hamilton, Jacobs, Angood, and Hovde Dwyer (1997) examined the impact of exposing the fashion magazines among college women on their body image satisfaction. Participants were randomly assigned into two experimental conditions: the room contained fashion magazines or news magazines. The self-administered questionnaire consisted of three parts. The first part consisted of nine adult figures in varying size and participants were asked to indicate the one that reflected their own ideal body type. The second part contained 31 items that assessed their perception of their body and dieting attitudes. The last part asked participants to indicate which magazines they were reading while in a waiting room. Participants who were exposed to the fashion magazines were found to have a lower level of body image satisfaction compared to the control group. Thus, media does actually shape the societal perception of the participants' body. Body image satisfaction of the college women in the study was indeed influenced by exposing to the ideal body image that appeared on the fashion magazines. Participants who were exposed to the fashion magazines were more desired to lose weight and less satisfied with their bodies compared to those who were exposed to the news magazines. As a result, it was concluded that mass media, such as fashion magazines, were associated with women's notion of being thin which would lead them to be unsatisfied with their own body image and to become preoccupied with losing weight. So, media could be one of the main factors that affect body image of a person to be satisfied or dissatisfied.

Body dissatisfaction, appearance investment, aging anxiety, and media exposure were predictors that have either a direct or indirect influence on the attitudes towards cosmetic surgery among middle-aged women (Slevec & Tiggeman, 2010). Media exposure was found to have both direct and indirect influence on attitudes toward pursuing cosmetic surgery. Television was suggested to have a direct positive influence on the interest to pursue cosmetic surgery, meaning

that a reality TV show exhibited a direct ideal physical appearance towards the viewers and influenced their interest to pursue a real life cosmetic surgery. On the other hand, magazine exposure was indirectly influenced the interest to pursue a cosmetic surgery, whereby appearance investment is the mediator. Because the magazine portrayed an ideal appearance, it encouraged a feeling of self-worth by triggering the importance of appearance among middle-aged women. Subsequently, those triggers influence middle-aged women interests and likelihoods of undergoing a cosmetic surgery. Therefore, taking all the evidences into account, body image might mediate the correlation between media influence and interest in cosmetic surgery.

Hypotheses

The purpose of this study is to gain a better understanding of the extent to which the three variables, as explained above, influence the Thai population's interest in partaking in cosmetic surgery.

1. There will be a positive correlation between influence of media and interest in cosmetic surgery. For example, people who consume a great deal of social media such as TV, magazine, online website and influence from the role models such as internet idols, superstars or celebrities would tend to have a higher interest in pursuing in cosmetic surgery.
2. There will be a negative correlation between body image satisfaction and interest in cosmetic surgery, whereby people who perceive themselves as having lower satisfaction for their physical body image, facial, or body appearance tend to be more interested in partaking in cosmetic surgery.
3. There will be a positive relationship between self-monitoring and interest in undergoing cosmetic surgery, whereby people who are high self-monitors would be more likely to be more interested in cosmetic surgery.

4. Body image would mediate the predicting effect of media influence on interest in cosmetic surgery.

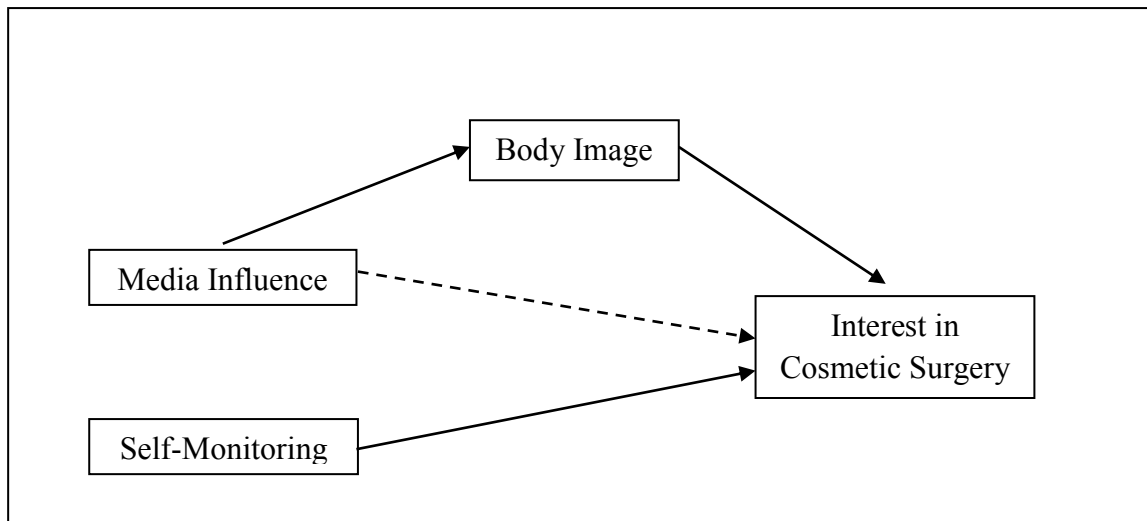


Figure 1. Illustration of our theoretical Model and Hypotheses

Chapter 2

Method

Participants

We recruited a total of 107, Thai participants, 30 were males and 77 females by giving them a link for an online survey that we have created regarding to the topic of interest in cosmetic surgery. All of the participants have an age ranged from 18 to 35 years old ($M= 22.25$).

Measures

Demographic Information. Participants were asked to report their gender, age, and occupation prior to completing the body of the questionnaire, which has four parts with 37 questions in it, namely the interest in cosmetic surgery scale, media influence scale, body image scale, and self-monitoring scale.

Interest in Cosmetic Surgery Scale. People's interest in cosmetic surgery was measured using 3-items scale which was employed in the study by Park, Calogero, Harwin and DiRaddo (2009) [see Appendix A]. The items of the scale employed in Park et al.'s study in (2009) were adapted from the Acceptance of Cosmetic Surgery Scale in which initially comprised of 15 items (Henderson-King & Henderson-King, 2005) . Altogether, these three items can be grouped into the interest of cosmetic surgery subscale which focuses on the interest in cosmetic surgery itself and not acceptance which was what the original scale aimed to measure. The 5-point Likert format was used for all 3 items with response options ranging from 1 = *not at all* to 5 = *very much*. All 3 items, or statements, are direct measures of interest in cosmetic surgery without requirement to perform reverse-scoring. The items included were: "I would like to have cosmetic surgery so that others would find me more attractive", "I would consider having cosmetic surgery as a way to change my appearance so that I would feel better about myself", and "If I was offered cosmetic surgery for free, I would consider changing a part of my appearance that I

do not like.” A high total score represents a high level of current interest in cosmetic surgery.

The 3-item scale was found to have an excellent overall reliability ($\alpha = .93$).

Media Influence Scale. The Multidimensional Media Influence Scale (MMIS) was acquired from Cusumano and Thompson (2000) [see Appendix B]. Although it was used among children, we determined that the content and wording of the scale would be suitable for use with adults, too. MMIS is based on a three-factor model (Factor 1= awareness, Factor 2 = internalization, Factor 3 = media pressure) and consists of 11 items. Example items include, “Watching TV or reading magazines makes me want to diet or lose weight” and “I would like my body to look like people who are on TV”. The response format was on a 3-point Likert-type scale ranging from 1 = disagree, 2 = not sure, and 3 = agree. Higher scores reflect the greater degree of media influence. The three subscales: awareness, internalization, and media pressure were found to have a good reliability ($\alpha = .73$, $\alpha = .91$ and $\alpha = .71$, respectively). Internal consistencies ranged from .68 to .92. Cusumano and Thompson (2000) did not cite the MMIS’s overall reliability, but as each of the three subscales has acceptable reliability, and these subscales correlate with one another, it is decidedly a reliable measure of media influence.

Body Image Scale. The Body Appreciation Scales- 2 (BAS-2) derived from Tylka and Wood-Barcalow’s study (2015), which was originally developed by Avalos, Tylka, and Wood-Barcalow (2005). The revised version contained 10 items, of which 5 items derived from the original version (BAS) and the other 5 items were newly developed [see Appendix C]. The newest version is a more direct measure to body image appreciation measurement and can be used both females and males gender. The response format was on a 5-point Likert scale with options ranging from 1 = never to 5 = always, whereby higher scores reflect the greater degree of satisfaction with self. All 10 items are direct measures of body appreciation. Examples of the items are “I respect my body” and “I take positive attitude toward my body.” The scale was

found to have excellent reliabilities for both males and females ($\alpha = .93$ and $\alpha = .94$, respectively).

Self-Monitoring Scale. We adopted the 13-item Self-Monitoring Scale from Lennox and Wolfe's (1984) 25-item scale which was adapted from Snyder's Self-Monitoring Scale (1974) [see Appendix D]. The version by Lennox and Wolfe that was used divided the self-monitoring scale into two sub scales which are the 'ability to modify self-presentation' and the 'sensitivity to expressive behaviour of others'. The 6-point Likert format was used for all 13 items with options ranging from 0 = certainly or always false to 5 = certainly or always true. Eleven items are direct measures of self-monitoring (e.g. "I am often able to read people's true emotions correctly through their eyes"). Items 1, 3, 7, 9, 10, 12, and 14 belong to the ability to modify self-presentation subscale and items 2, 4, 5, 6, 8, 11, and 13 belong to the sensitivity to expressive behaviour of others subscale. Items 9 and 12 required reversed-scoring (e.g. "I have trouble changing my behaviour to suit different people and different situations"). A higher total-score indicates a higher level of self-monitoring. The scale was found to have an overall good reliability ($\alpha = .75$). The two sub scales, the ability to modify self-presentation and the sensitivity to expressive behaviour of others was found to have good reliability as well ($\alpha = .77$ and $\alpha = .70$, respectively).

Procedures

Our convenience sample were recruited through various sources such as online social groups related and unrelated to cosmetic surgery, and friends and acquaintances both online and offline, and students of Chulalongkorn University. The questionnaires were distributed it to different cohorts of the Joint International Psychology Program (JIPP) as well. For the offline recruited participants, we used a paper-and-pencil medium of participation, and online recruited participants we asked to complete our surveys online using Google Survey Forms.

The final questionnaire included all of the four scales and general demographic questions as were described. The questionnaires were written in English with Thai translations underneath each of those statements. Thai translations were done by one of our group's members and were back-translated to English by another group's member for making sure of the validity of the content. Subsequently, it was compared with the original items by a native English speaker to validate translations to Thai. Presenting both languages together in our survey both online and offline had enabled our participants to read and answer questions in whichever language they feel more comfortable without any worries of misunderstanding of the languages. The participants had either electronically ticked in the boxes or circled the numbers provided according to their true feelings regarding each statements or items. The online version of the questionnaires was distributed to our convenience sample via Google Survey Forms. The link of our survey was given via social media such as Line mobile application and Facebook. We had asked for the permission from the course coordinator before distributing paper-based questionnaires when we collected the data during class time, which was in the class of General Education supervised by Dr. Jason Ludington.

Chapter 3

Results**Correlations**

Pearson's correlation was conducted to examine the relationship between the interest in cosmetic surgery and body image, media, and self-monitoring. The interest in cosmetic surgery and media was positively and significantly correlated ($r = 0.30, p < 0.05$), whereby high level of media influence was associated with a higher degree of interest in cosmetic surgery. Moreover, the correlation between body image and the interest in cosmetic surgery was negatively but not significantly correlated ($r = -0.10, p = 0.15$). Furthermore, the correlation between self-monitoring and the interest in cosmetic surgery was positively but, again, not significantly correlated ($r = 0.10, p = 0.17$). The correlations are as shown in Table 1 below.

Table 1.

Descriptive Statistics and Intercorrelations between Interests in Cosmetic Surgery, Media, Body image, and Self-monitoring

	<i>M</i> (SD)	Interest in Cosmetic Surgery	Media	Body Image	Self- Monitoring
Interest in CS	7.34 (3.52)	-	.303*	-.103	.094
Media Influence	20.71 (4.94)		-	-.109	-.037
Body Image	37.29 (6.76)			-	.224
Self-Monitoring	50.84 (5.88)				-

* $p < .05$.

Standard Multiple Linear Regression

A Standard Multiple Linear Regression was run to predict people's interest in cosmetic surgery from our three variables which are body image, media, and self-monitoring. The coefficients revealed that all of the three variables were accounted for only 11% of the variance in the interest in cosmetic surgery. Altogether, the three variables statistically significantly predicted interest in cosmetic surgery, $F(3, 103) = 4.33, p = .006, R^2 = .112$. Individually, the results indicated that only media statistically significantly predicted interest in cosmetic surgery, $\beta = .30, p = .002$. This indicates that with every one point increase on the media influence scale, there was a corresponding increase of .30 points on the interest in cosmetic surgery scale. The relationship between these variables is illustrated in Figure 1. Whereas, body image was not a significant predictor and did not predict the interest in cosmetic surgery, $\beta = -.01, p = .306$ and neither did self-monitoring, $\beta = .13, p = .185$. To sum up, media was the only significant predictor of the interest in cosmetic surgery (see Figure 2).

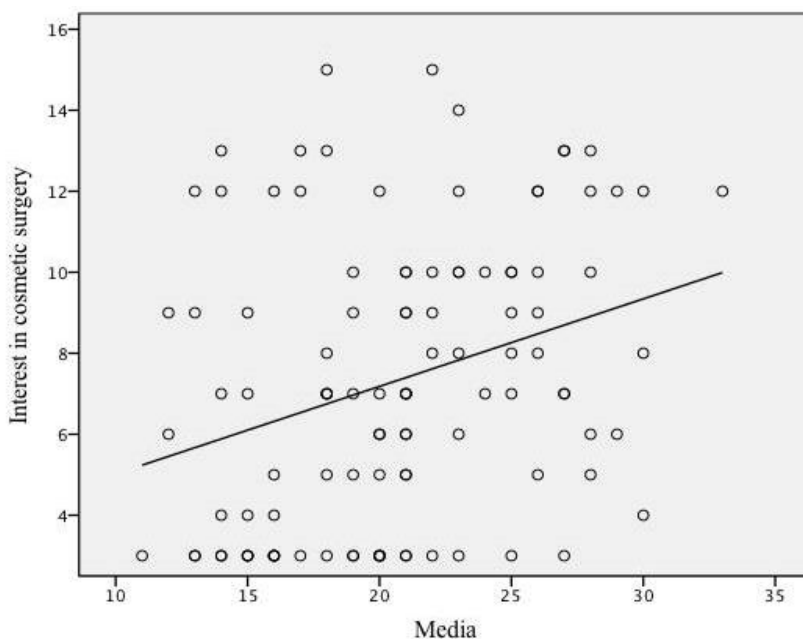


Figure 2. Multiple Linear Regression Graph between Interest in Cosmetic Surgery and Media Influence.

Mediated Multiple Regression

Baron and Kenny's (1986) mediation analysis was used to investigate the hypothesis that body image mediated the predicting effect of media on interest in cosmetic surgery. However, this mediation hypothesis was not supported. Results indicated that media was a not significant predictor of body image, $\beta = -.150$, $SE = .133$, $p = .262$, and that body image was not a significant predictor of interest in cosmetic surgery, $\beta = -.037$, $SE = .049$, $p = .456$. After controlling for body image, media stayed a significant predictor of interest in cosmetic surgery, $\beta = .211$, $SE = .067$, $p < .005$. Consequently, body image was not a mediator between the predicting effects of media on interest in cosmetic surgery.

Chapter 4

Discussion

The main purpose of this study was to gain a better understanding of the extent to which body image, influence from the media, and the concept of self-monitoring affect the Thai population's interest in partaking in cosmetic surgery. We also wanted to know whether media influence was directly linked to interest in cosmetic surgery, or had a mediated effect through influence on body image.

Hypotheses and Findings

Our first hypothesis states that there will be a positive correlation between the influence of media and interest in cosmetic surgery such that people who consume a great deal of social media such as TV, magazine, online website and influence from the role models such as internet idols, superstars or celebrities would be influenced by it and become interested in cosmetic surgery. This prediction was supported by our results as we found a positive correlation between the influence of media and people's interest in cosmetic surgery, whereby people who were more influenced by the media were also more likely to have a positive attitudes or interest in cosmetic surgery. Our finding was consistent with the past findings that individuals who were exposed to and influenced by mass media such as television or magazine were likely to have an interest in cosmetic surgery (Maltby & Day, 2011; Swami, Taylor, & Carvalho, 2009; Markey & Markey, 2010; Crockett, Pruzinsky, & Persing, 2007; Grabe, Ward, & Hyde, 2008; Slevec & Tiggeman, 2010). Celebrity worship phenomenon could explain the relationship between media and interest in cosmetic surgery. Past research has found that a strong sense of celebrity worship among young adults was associated with the incidence of undergoing cosmetic surgery (Maltby & Day, 2011). Absorption-addiction hypothesis was used to describe the rationale behind this association, whereby people classified as intense-personal celebrity worshippers created their own identity by adopting the celebrity as their appearance exemplar. Therefore, they use

cosmetic surgery as a way to attain their desired identity. We might not have had any highly intense-personal celebrity worshippers among our sample, but our results speak to this important relationship between people's sensitivity to media influence and resulting interests in cosmetic surgery.

Moreover, the relationship between media influence and interest in cosmetic surgery could also be explained by Social Comparison Theory (Nabi, 2009), where individuals compare themselves with another person while their ability to objectively assess is not available. Celebrities or others that are portrayed in the media who seem to have ideal body types are referred to as exemplars or societal standards that influence how viewers want to look. This is because what is portrayed in the media is often admired or cherished and when there are no other cues to rely on, people just turn onto the thing that the majority admires in the media. As a result, they become interested in altering their own appearance in order to conform to an idealized standard. Furthermore, when individuals engaged in social comparison theory, they are prone to either make an upward or downward comparison. Low body satisfaction individuals tend to make upward social comparisons which make them more inclined to become less satisfied with their own appearance and have more interest in cosmetic surgery. Therefore, media could have a big impact on how one perceives one's own appearance since it is the social standard for people who lack cues to rely on or who are not satisfied with themselves.

Since media is really an integral and important part of the lifestyle of the people. Celebrities occur on advertisements which occur on countless types of digital gadgets we are surrounded by in our modern day life. This suggests that it could be possible that as we are so contained in our world by what we perceive, we tend to spend more time thinking about media, social media included, and being online. Therefore, we are most effected by what we view on the media, which is celebrities showing of their newly done cosmetic surgery, when we rate our interest in cosmetic surgery ourselves. Another reason why media is found to be the sole

predictor of interest in cosmetic surgery could be due to the fact that it is the most apparent and obvious variable that we are constantly being exposed to out of all the three variables. The online world allows us to delve into another person's lifestyle which also gives us a chance to reflect into our lifestyle; it could be that by indirectly or vicariously living through a lifestyle of a celebrity via the media give us better insight to who one is and what one wants (Ivantchev & Markova, 2012). Consequently, one might become interested in getting a nose lift surgery if one sees another celebrity has successfully undergone this surgery.

Our second hypothesis was that there would be a negative correlation between body image satisfaction and interest in cosmetic surgery was not established in the results. People who perceive themselves as having lower satisfaction in their body image were not more interested in doing cosmetic surgery. Although this result was not statistically significant, its direction was in agreement with our hypothesis that lower satisfaction on body-image will have higher interests on cosmetic surgery. There are a number of studies about body image and interests in cosmetic surgery which support our hypothesis (Cusumano & Thompson, 1997; Park, Calogero, Harwin, & DiRaddo, 2009). Some studies have pointed out gender differences that females tend to have more interests in cosmetic surgery compare to males (Markey & Markey, 2010). The findings from the study revealed that women were more likely to have an interest in cosmetic surgery than men. Males may be less open to cosmetic surgery due to gender norms, so they may not show the predicted relationship between body image and interest in cosmetic surgery. In this study, we did not control the genders of our participants as I was not our main focus. Thirty of our participants were males, which could have diluted any relationship between body image and interest in cosmetic surgery. Moreover, the cultural context of the current study differs from that of most studies in the literature which were conducted in western cultures and context rather than eastern or Thailand. Thai culture might be more on the conservative end of the spectrum of opinions toward cosmetic surgery. Cosmetic surgery is still somewhat new in Thailand and some

people might be afraid of the process because they might have only limited knowledge about cosmetic surgery and its effects. So, cultural might be a possible factor that may have greatly reduced the predicted relationship between body image and cosmetic surgery. Furthermore, the scale we employed to measure body image merely focused on body appreciation or body satisfaction. Other constructs, which are as important as body appreciation, such as body dissatisfaction should also be considered for future studies as body appreciation does not directly connote to body dissatisfaction; one can appreciate one's body while being dissatisfied with it. Therefore, without investigating in all constructs of body image, we cannot really make a concrete conclusion that body image did not influence people's interest in cosmetic surgery.

Our third hypothesis was that there would be a positive relationship between self-monitoring and interest in partaking in cosmetic surgery, whereby people who are high self-monitors would be more likely to show a positive interest in cosmetic surgery. This hypothesis was not support as no significant correlation was found between people's self-monitoring tendency and interest in cosmetic surgery. Therefore, self-monitoring on its own might not explain much of people's motivations to be interested in cosmetic surgery.

Further, Snyder (1974) explained that people who are higher in ability to self-monitor are abler to behaviourally adapt to any social situations easily similar to a "social chameleon" in order to create the correct impression for themselves and for others to accept them into their groups. However, this might not be the case for the holistic, Thai population as they are wired since birth to culturally fit in, not to stand out from the crowd, and to conform (Heejung & Rose, 1999). Therefore, the effect of being able to self-monitor might not be as evident and prominent amongst this population as it would be in other type of cultures. However, as cosmetic surgery is becoming a trend in Thailand as portrayed in the media, it seems odd that our participants did not conform to this apparent trend. This speculation of culture or social cause being a main influence on the participants' self-monitoring ability is supported, whereby the average scores of the self-

monitoring ($M = 50.84$) was found to be higher than those found in past studies which were conducted in the Western culture. This suggests that Thai participants did show a high baseline score of self-monitoring; thus, they are culturally influenced to develop an enhanced self-monitoring ability which made self-monitoring, as a psychosocial factor, not a very good factor to observe amongst the Thai population.

Lastly, we predicted that body image would mediate the predicting effect of media on interest in cosmetic surgery. This hypothesis was not supported by our finding. Past literatures had found the influence of media on body image and body satisfaction. A meta-analysis on women concluded that media such as a reality makeover TV show indeed influenced viewers to have concern or dissatisfaction with their own body image (Grabe, Ward, & Shibley Hyde, 2008). Furthermore, media does have a direct influence on interest in cosmetic surgery among college women (Turner et al., 1997). Women who were exposed to fashion magazines were found to be unsatisfied with their own body image and preoccupied with the thin ideal body. However, as shown in the result of this current study, this hypothesis was not supported as the direct predicting effect of media on interest in cosmetic surgery was strong with or without controlling for body image. Additionally, the indirect effect of media on body image was not found either. Perhaps our participants have positive attitudes toward their own body images. Participants' level of interest in pursuing cosmetic surgery in real life might not be as strong because they were already satisfied with their own body image. However, media does actually have a huge impact and influence on individuals' interest in cosmetic surgery; thus, only the correlation between media influence and interest in cosmetic surgery was found.

Implications

There are a few practical and theoretical implications in which this current study contributes to. Firstly, the present study contributes the understanding of people's motivation to their interest in cosmetic surgery and we now learned that media is a strong predictor of

interest in cosmetic surgery. Although, no other research has examined all three variables simultaneously on their influence on interest in cosmetic surgery, more research and explanations are required due to the fact that little significant relationship was found in this present study. Secondly, the finding has informed us that parents should be cautioned in regards of the influence of media portrayals of cosmetic surgery on people's interests in pursuing them. Parents or caregivers to teenagers onwards may wish to monitor and screen their teens from viewing such shows if they feel their teens may be unduly and unnecessarily influenced by them. Additionally, media censorship could also be implemented if cases of extreme influence from the media are found. Lastly, the theoretical implication of this study arises from the fact that other studies have shown some relationships between variables that we have not found. These differences between studies could have risen due to different measures used to survey the participants, the participants were different target groups from those voluntarily participated in this current study, and the sociocultural factors could also be at play. Thus, more research is needed to test these possible explanations.

Future Research

Future research should attempt to test all three variables once again to examine any possible relationships with interest in cosmetic surgery but approaching it with an experimental design so that the differences of the influence might become more evident as we can compare the pre and post surgeries. The reason why we should replicate similar study is because there are still different constructs of these three factors that we have not yet explore in which may play a role in predicting interest in cosmetic surgery. In addressing the second implication as stated above regarding parents monitoring the amount of cosmetic surgery-related materials being viewed, future research could aim to compare the levels of interest towards cosmetic surgery amongst those with a wide range of access to social media and those with little access. This could help clarify and substantiate whether media, indeed, influence people's interest in cosmetic surgery.

Another possible future study could perhaps replicate similar method as this current study but carry out the research in a different culture that values individuality; this might yield different results from our finding as the Thai culture could still be considered a very collective one. Further, future studies should also aim to gain a better understanding of the aftereffects of cosmetic surgeries on the people's internal level and on an external, in social world as this is an area unexplored as well. Further, the body dissatisfaction construct of body image should be considered and included so that we can observe whether the Thai population is affected by different facets of body image.

Strengths

There are a number of details that could be considered as key strengths of this study. Firstly, this study contributes to the understanding of how different psychosocial factors could influence or trigger people's interest in cosmetic surgery. We now have a better grasp of how different aspects that are not sociocultural factors might relate to enhancing or reducing people's interest in cosmetic surgery. Additionally, the psychosocial factors of interest in this current study are the factors that are directly linked towards oneself which helps the participants explore different aspects of their "self". Secondly, even though our results only suggested that media is most influential factor in predicting people's interest, we did explore three variables altogether in which other studies have not yet done before.

Limitations

However, this current study presents some drawbacks which could be addressed in future research. Firstly, we only focused on the target group of the general population who might be interest in cosmetic surgeries but we did not target and survey the group of people who might have underwent surgeries, or they did but we did not focus on it. Thus, focusing our target groups for a comparison purpose with people who actually have had cosmetic surgeries by surveying at hospitals could be beneficial and could potentially give us a more significant

findings. The number of participants could be increased as well for more significant results. Secondly, although Thailand is the main hub of hospitals known for its expertise in performing cosmetic surgeries, there may still exist a large majority group of people who hold conservative views about cosmetic surgeries. Therefore, we could potentially replicate this study in another country where people accept and encourage individuality more, to examine the relationship between media influence, body image, and self-monitoring and interest in cosmetic surgery within other settings. Also, recruiting a different target population (e.g., an older age group or people who have been through traumatised experience that might require a kind of beauty and plastic surgery) might reveal interesting finding as they may show a more conservative regards towards their interest in cosmetic surgery. Thirdly, other constructs of body image such as body dissatisfaction was not explored; concrete or direct conclusions could not be made. Fourthly, the questionnaires were presented in both Thai and English and we did not run an analysis to test the reliability of our scales; thus, we could not know for certain whether presenting the questionnaire in both languages was beneficial or was it a drawback as we also could not find out whether which language the participants actually responded to. Future research could possibly test the reliability of the Thai version of the questionnaire and give the participants a choice on which language they would like to respond to. Lastly, since this research adopted a correlational and regression design, causal inferences cannot be made. For this reason, it might be interesting and beneficial to carry out experimental studies as well to determine whether people's interest in cosmetic surgery could vary as a consequence of body image manipulation.

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Appendix A

The Scale Measuring Interest in Cosmetic Surgery (adapted from Park, Calogero, Harwin, & DiRaddo, 2009).

4. **1 I would like to have cosmetic surgery so that others would find me more attractive. ฉันอยากจะทำศัลยกรรมความงามเพื่อที่คนอื่นจะได้เห็นว่าฉันมีเสน่ห์ มากขึ้น ***

Mark only one oval.

1	2	3	4	5		
Not At All (ไม่เลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Much (เป็นไปได้อย่างมาก)

5. **2 I would consider having cosmetic surgery as a way to change my appearance so that I would feel better about myself. ฉันคิดว่าการทำศัลยกรรมความงามเป็นการเปลี่ยนรูปร่างเพื่อที่ฉันจะได้ รู้สึกดีขึ้นกับตัวเอง ***

Mark only one oval.

1	2	3	4	5		
Not At All (ไม่เลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Much (เป็นไปได้อย่างมาก)

6. **3 If I was offered cosmetic surgery for free, I would consider changing a part of my appearance that I do not like. ถ้าฉันมีโอกาสได้ทำศัลยกรรมความงามโดยไม่ต้องเสียเงิน ฉันคงจะคิด ที่จะเปลี่ยนส่วนหนึ่งในรูปร่างของฉันที่ฉันไม่ชอบ ***

Mark only one oval.

1	2	3	4	5		
Not At All (ไม่เลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Much (เป็นไปได้อย่างมาก)

Appendix B

The Multidimensional Media Influence Scale (MMIS) (Cusumano & Thompson, 2000)

11. 5 Clothes look better on people who are in good shape. เสื้อผ้าจะดูดีกว่าเมื่อสวมบุรุษที่ผอม
ดี *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

12. 6 I try to look like the models in magazines. ฉันพยายามทำให้ตัวเองดูเหมือนนางแบบ/นายแบบ
ในนิตยสาร *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

13. 7 I learn how to look attractive by looking at models in magazines. ฉันเรียนรู้วิธีการที่จะ
ทำให้ตัวเองสวยขึ้น/หล่อขึ้น ด้วยการมองดูนางแบบ/นายแบบในนิตยสาร *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

14. 8 I compare my body to movie stars. ฉันเปรียบเทียบรูปร่างของฉันกับดารานักต่างๆ *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

15. 9 I would like my body to look like the models in magazines. ฉันอยากให้รูปร่างของฉันเป็น
เหมือนๆกับนางแบบ/นายแบบในนิตยสาร *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

16. 10 I would like my body to look like people who are on TV. ฉันอยากให้รูปร่างของฉันเป็น
เหมือนๆกับคนที่ออกทีวี *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

17. 11 I try to look like the actors and actresses in movies. ฉันพยายามทำให้ตัวเองดูเหมือนนักแสดงหญิง และ นักแสดงชายในภาพยนตร์ *

Mark only one oval.

1 2 3

Disagree (ไม่เห็นด้วย) Agree (เห็นด้วย)

Appendix C

The Body Appreciation Scale-2 (Tylka & Wood-Barcalow, 2015).

18. 1 I respect my body. ฉันเคารพร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

19. 2 I feel good about my body. ฉันรู้สึกดีกับร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

20. 3 I feel that my body has at least some good qualities. ฉันรู้สึกว่ามีอย่างน้อยร่างกายของฉันมีลักษณะดีอยู่บ้าง *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

21. 4 I take a positive attitude towards my body. ฉันมีทัศนคติในเชิงบวกต่อร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

22. 5 I am attentive to my body's needs. ฉันเอาใจใส่ในความต้องการของร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

23. 6 I feel love for my body. ฉันรู้สึกรักร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

24. 7 I appreciate the different and unique characteristics of my body. ฉันเห็นคุณค่าในหลายๆ ลักษณะที่แตกต่างกันของร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

25. 8 My behaviour reveals my positive attitude toward my body; for example, I walk holding my head high and smiling. พฤติกรรมของฉันเปิดเผยให้เห็นถึงทัศนคติในเชิงบวกต่อรูปร่างของฉัน ตัวอย่างเช่น ฉันจะเดินคอตตรง และยิ้มในขณะที่เดิน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

26. 9 I am comfortable in my body. ฉันรู้สึกสบายในร่างกายของฉัน *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

27. 10 I feel like I am beautiful/handsome even if I am different from media images of attractive people (e.g., models, actresses/actors). ฉันรู้สึกว่าฉันสวย/หล่อ ถึงแม้ว่าฉันจะแตกต่างจากภาพคนหน้าตาดีต่างๆ ในสื่อทางสังคม (ตัวอย่างเช่น นางแบบ, นักแสดงหญิง/นักแสดงชาย) *

Mark only one oval.

	1	2	3	4	5	
Never (ไม่เคยเลย)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always (ตลอดเวลา)

Appendix D

The Revised the Self-Monitoring Scale (Lennox & Wolfe, 1984).

28. 1 In social situations, I have the ability to alter my behaviour if I feel that something else is called for. ในสถานการณ์ทางสังคมต่างๆ ฉันมีความสามารถที่จะเปลี่ยน พฤติกรรมของฉัน ถ้าฉันรู้สึก ว่าสมควรจะเปลี่ยน *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

29. 2 I am often able to read people's true emotions correctly through their eyes. บ่อยครั้งที่ฉันสามารถที่จะอ่านอารมณ์ที่แท้จริงของคนอื่นๆ ได้อย่าง ถูกต้อง โดยการมองตาของคนๆ นั้น *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

30. 3 I have the ability to control the way I come across to people, depending on the impression I wish to give them. ฉันสามารถควบคุมวิธีการที่คนอื่นจะมองว่าฉันเป็นคนแบบไหน โดยขึ้นอยู่กับความประทับใจที่ฉันต้องการจะให้คนอื่นๆ มีต่อฉัน *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

31. 4 In conversations, I am sensitive to even the slightest change in the facial expression of the person I'm conversing with. ในการสนทนาต่างๆ ฉันมีประสาทที่ไวต่อการเปลี่ยนแปลงเล็กๆ ในการแสดงออกทางสีหน้าของคนที่กำลังสนทนาอยู่ด้วย *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

32. **5 My powers of intuition are quite good when it comes to understanding others' emotions and motives.** อำนาจในสัญชาตญาณของฉันมักจะดีเมื่อถึงเวลาที่ฉันต้องการเข้าใจ อารมณ์ และ แรงจูงใจของคนอื่นๆ *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

33. **6 I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.** โดยปกติแล้ว ฉันสามารถที่จะดูออกได้เมื่อคนอื่นคิดว่ามุกตลกบาง อันไม่
ควรจะเอ่ยถึง ถึงแม้ว่าคนอื่นๆ นั้นจะหัวเราะได้อย่างแนบเนียน *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

34. **7 When I feel that the image I am portraying isn't working, I can readily change to something that does.** เมื่อฉันรู้สึกภาพพจน์ที่ฉันกำลังสวมบทบาทอยู่นั้น ใช่มิใช่ค่อยได้ ฉัน สามารถที่
จะเปลี่ยนภาพพจน์นั้นๆ ได้อย่างฉับพลัน *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

35. **8 I can usually tell when I've said something inappropriate by reading it in the listener's eyes.** โดยปกติแล้ว ฉันสามารถที่จะบอกได้ว่าเมื่อไหร่ฉันได้พูด ในสิ่งที่ไม่
เหมาะสมออกไป โดยการอ่าน
สายตาของผู้ฟังคนอื่นๆ *

Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความเท็จ อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

36. 9 I have trouble changing my behaviour to suit different people and different situations. ฉันมีปัญหาในการเปลี่ยนแปลงพฤติกรรมของฉันเพื่อให้เหมาะกับ ผู้คนและสถานการณ์ที่แตกต่างออกไป *
Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความจริง อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

37. 10 I found that I can adjust my behaviour to meet the requirements of any situation I find myself in. ฉันพบว่าฉันสามารถที่จะเปลี่ยนแปลงพฤติกรรมของฉันเพื่อให้ตรงกับความต้องการของสถานการณ์ใดๆที่ร้อมรอบตัวฉันได้ *
Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความจริง อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

38. 11 I tend to be attentive to the reactions of others to my behaviour. ฉันค่อนข้างใส่ใจใส่ต่อปฏิกิริยาที่คนอื่นมีต่อพฤติกรรมของฉัน *
Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความจริง อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

39. 12 Even when it might be to my advantage, I have difficulty putting up a good front. ถึงแม้ว่ามันอาจจะเป็นข้อได้เปรียบของฉัน แต่ฉันก็ยังมี ความยากลำบากในการต่อสู้เพื่อสิ่งหลายๆอย่าง *
Mark only one oval.

	1	2	3	4	5	
Certainly/ Always False เป็น ความจริง อย่างแน่นอน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Certainly/ Always True เป็นความจริง อย่างแน่นอน

40. 13 If someone is lying to me, I usually know it at once from that person's manner of expression. ถ้าใครบางคนกำลังพูดโกหกต่อฉัน ฉันมักจะรู้ได้จากวิธีการ แสดงออกทางสีหน้าของคนๆ นั้น โดยทันทีทันใด *

Mark only one oval.

1 2 3 4 5

Certainly/ Always False เป็น
ความเท็จ อย่างแน่นอน

Certainly/ Always
True เป็นความจริง
อย่างแน่นอน

41. 14 Once I know what the situations calls for, it's easy for me to regulate my actions accordingly. เมื่อฉันรู้ในสิ่งที่สถานการณ์เรียกร้อง มันก็ง่ายสำหรับฉันที่จะปรับ กิริยาของฉัน ให้ตรงตามความต้องการของสถานการณ์นั้นๆ *

Mark only one oval.

1 2 3 4 5

Certainly/ Always False เป็น
ความเท็จ อย่างแน่นอน

Certainly/ Always
True เป็นความจริง
อย่างแน่นอน

Bibliography

Thanaporn Tragulthongwatana

Thanaporn Tragulthongwatana was graduated from Bachelor of Arts, Major in Psychology at the University of Queensland, Australia. Currently, Thanaporn is studying in Joint International Psychology Program (JIPP) at Chulalongkorn University, Thailand and is expecting to receive her second degree, which is Bachelor of Science, Major in Psychology from Chulalongkorn University, in October 2016. With experiences in living and working abroad in different cultural contexts, she finds that it is really interesting how people behave and see things differently. In the near future, Thanaporn is looking forward to explore her passion and pursue continuing studying on creativity, marketing, and advertising, which she could apply psychology into those particular courses with more understanding and useful ways.

Pattarapaksorn Sripayak

Pattarapaksorn Sripayak is currently a student studying a psychology major at Joint International Psychology Program (JIPP), Chulalongkorn University. In December 2015, Pattarapaksorn was graduated from The University of Queensland, with a Bachelor of Arts in extended major in psychology and minor in sociology. In 2016, Pattarapaksorn expects to graduate her second degree in Bachelor of Science from Chulalongkorn University. She had experienced lots of cultural differences since she studied abroad for her high school. Nevertheless, living abroad is still something that challenged and fascinated her. In the future, Pattarapaksorn would like to use and apply her psychology knowledge with her future career even if she may or may not work in the psychology field.

Supakorn Chumchuay

Supakorn has completed the International Baccalaureate Diploma Programme and graduated from EF International School Tarrytown, New York, with a high honours. She is a current student at the Chulalongkorn University enrolled in the Joint International Psychology Programme. She has graduated with a Bachelor of Arts with an extended major in Psychology from the University of Queensland, Australia. Supakorn is expecting to graduate with another Bachelor degree of Science after completing the academic course at Chulalongkorn University this year. Through her experience, passion for dancing and studies in the area of psychology, she looks forward to further her studies in clinical psychology and dance psychotherapy. She aspires to pursue a career in these areas and to one day become a helpful member of the community by doing what she is passionate for through dancing and using her psychology knowledge to connect with people.