VONG
C.3



澳門大學

UNIVERSIDADE DE MACAU

UNIVERSITY OF MACAU

Influence of Media Female Image on the Perception of College Students in Macao

By
Diana Vong
(M-A4-5539-8)
Supervisor: Chen Huailin

A thesis submitted in partial fulfillment of the requirements for the degree of Master of Arts at the University of Macau
December 2008

Table of Content

Acknowledgement..... 3
Declaration..... 4
Abstract..... 5

Chapter 1> Introduction..... 6
General Area of Study..... 6
Significance of Problem..... 8

Chapter 2> Review of Literature..... 12
Trend of Ideal Beauty..... 14
Cultural Expectation of Beauty..... 15
Influence of Mass Media..... 18
Hypothesis..... 20
Social Learning Theory..... 21

Chapter 3> Methodology..... 27
Survey Analysis..... 27
Measurement 27

Chapter 4> Data Analysis..... 34
Frequency Analysis..... 34
Relationships and Effects..... 38
Correlations..... 38
Crosstabulations..... 44
Other Findings..... 62

Chapter 5> Conclusion and Discussion..... 66
Limitation and Further Research..... 75

References..... 77

Appendix 82
I. Questionnaire (English version) 82
II. Questionnaire (Chinese version) 84
III. Coding Sheet..... 86
IV. Factor Analysis on different variables..... 90