Abstract

This study examined the relationship between the slim female image presented on television/in magazine and the thinness perception among the college women. We expected to find the consumptions of slim image portrayed on television and in magazine related to the thinness endorsement under the aspects of thinness-value, attitude, belief and image-related behaviors, with the social learning process of modeling accounting for the relationships. The analysis indicates that the overall consumption of slim-promoting media is a positive predictor to the thinness perception among the college female students in the ways of underestimating the average weight of female, being worried about overweight, and participating in slim-up activities. Exposure to the slim-promoting media appears to be associated with an increase in fear of overweight, taking weight-loss activities, and spending on slim-up products, especially on those with lower body weight. In addition, viewers under the exposure of slimness in the media are found to have plans for losing weight in the next five years.

Key words: slim female image, thinness perception, image-related behaviors, social learning theory, incentives, prevalence