

Exploring Chinese Males' Perspective on Body Image, Social Comparison and Social
Support

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Abstract

Body image is a well-explored area among females. There is also an increasing tendency that males pay attention to perceptions of their body image. This study investigated the extension of the influences of social comparison and social support on Chinese males' body image. 492 males whose age range from 17 to 36 years old were recruited from both Macau and Mainland China to participate in this present study. Revised Male Body Attitudes Scale (MBAS), Six Motives for Social Comparison (SMSC), and Multidimensional Scale of Perceived Social Support (MSPSS) were used to measure body image, social comparison and social support respectively. Reliability, bivariate correlation, hierarchical multiple regression, and independent samples t-test were conducted. The major findings were 1) Chinese male college students were dissatisfied with their body image; 2) social comparison was a significant predictor on body image; and 3) Males from Mainland colleges were more dissatisfied with their body image.

Keywords: body image, social comparison, body dissatisfaction, social support, male, Chinese