

The Body Positivity Movement:
Bettering College Women's Body Image and Health

by
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A thesis presented to the Honors College of Middle Tennessee State University
in partial fulfillment of the requirements for graduation from the
University Honors College

Fall 2023

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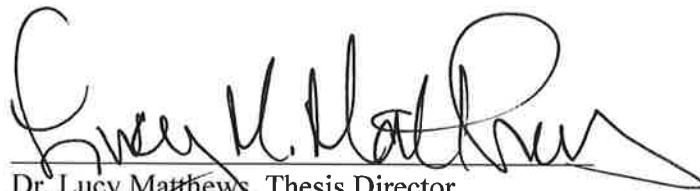
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Abstract

Body image concerns among college-aged women continue to be an immense issue across many college campuses. As technology continues to advance, it has become more common for young girls and women to focus on their flaws and to edit their social media photos to make themselves look better. Body image has a huge impact on mental and physical health. Therefore, it is vital that the pressures young women feel about their self-presentation on social media are addressed and fought. One movement that has been used recently as a possible way to combat this concern is the body positivity movement. However, more research is needed to understand the impact of this movement on young women.

Data were collected from 609 students at Middle Tennessee State University using a Qualtrics survey. The survey asked questions pertaining to time spent on social media, self-image and familiarity with body positivity campaigns, as well as demographics. The survey's purpose was to investigate whether or not the body positivity movement has been successful in bettering college women's body image, so therefore the research questions remained fairly surface level in regard to the movement. The questions, rather, focused on behavior on social media, familiarity with body positivity advertisement campaigns as well as on influencers who participate in the movement and advocate for change. The results were analyzed using SPSS data analysis software. Recommendations based on the data collected from the survey are provided.

Table of Contents

Abstract.....	i
Table of Content	ii
List of Figures and Tables.....	iv
CHAPTER I. Introduction	1
CHAPTER II. Literature Review.....	3
The Body Positivity Movement Defined.....	3
The Evolution of the Movement.....	4
The Struggle for Self-Confidence.....	5
The Social Media Impact.....	6
Thesis Statement and Research Questions.....	7
CHAPTER III. Methodology.....	8
Measures.....	9
CHAPTER IV. Results	11
Respondent Demographics.....	11
Respondent Familiarity.....	11
Pre- and Post-Watching Ad-Paired Sample Analysis.....	15
Advertisement Effectiveness.....	16
Influencer Authenticity and Fashion Consciousness.....	17
ANOVA Comparisons in Attitudes and Behavior.....	18
Class Standing.....	19
Employment.....	22
Marital Status.....	25
CHAPTER V. Discussions and Implications.....	32
Recommendations.....	34
CHAPTER VI. Limitations and Future Research.....	38
References.....	40

Appendices.....	45
Appendix A. Recruitment Email.....	46
Appendix B. Final Survey Instrument – Body Positivity Movement	47

List of Figures and Tables

Figures

Figure 1. Student Familiarity with the Body Positivity Movement.....	12
Figure 2. Most Popular Social Media Platforms Among Female Students	13
Figure 3. Aerie Curtain in Dressing Room	36
Figure 4. Aerie Store Display	37

Tables

Table 1. Average of Scale Items	13
Table 2. Average of Body Appreciation Scale	14
Table 3: Average of Mental Health, Photo Modify, and Photo Edit Scales	15
Table 4: Pre- and Post- Watching Ads Paired Sample T-Test Results.....	16
Table 5: Average of Advertisement Effectiveness Scales.....	17
Table 6: Average of Influencer Authenticity and Fashion Consciousness Scales.....	18
Table 7: Class Standing ANOVA Results	20
Table 8: Employment ANOVA Results	24
Table 9: Marital Status ANOVA Results.....	27
Table 10: Social Media Desires	29
Table 11: Hope More Social Media.....	30
Table 12: I Feel...Body Positivity	31

CHAPTER I

Introduction

The issue of negative body image among young women continues to have a harmful impact on women's mental and physical health. Dr. Jake Linardon (2022) states that in more than 50,000 adults, 60% of women thought that they were too heavy, 30% reported feeling very uncomfortable in a swimsuit, and 20% thought they were unattractive. In 2021, 27.2% of women in the U.S. reported experiencing some sort of mental illness; this percentage has steadily increased since 2008 (Substance Abuse and Mental Health Services Administration, 2023). Researchers Susannah Woodbury and Emma Parkhurst (2021) claim that excessive exposure to edited and unrealistic advertisements "causes poor body image, which can trigger disordered eating, suicidal thoughts, anxiety, shame, eating disorders, self-hatred, depression, and low self-esteem" (para. 2).

It is clear that women's health is heavily impacted by their self-image. For this reason, it is imperative that further action is taken to protect women from suffering from unhealthy body image. A journal article focused on body image and college students shows, "Body image dissatisfaction, weight concerns, eating problems, and physical attractiveness have become especially significant issues on college campuses with up to 90% of college students reporting that they worry about body image" (Lowery et al., 2005, p. 613). The issue impacts college-aged women particularly due to their vulnerability to toxic social media content as well as brand advertisements that illustrate unrealistic body types.

In 1996, The Body Positive organization was founded by Connie Sobczak and Elizabeth Scott. Sobczak and Scott's ultimate goal in creating this organization was "to end the harmful consequences of negative body image: eating disorders, depression, anxiety, cutting, suicide, substance abuse, and relationship violence" (The Body Positive, n.d., para. 1). Although the organization has been around since 1996, it was not until years later that the conversation around this topic became more widely discussed. Around the 2010s, companies and consumers started to take real notice of the importance of body positivity as well as the detrimental effects that negative body image can have on women's health (Griffin et al., 2022). With the increased use of social media technology and editing software, the issue has only grown more problematic with time.

CHAPTER II

Literature Review

The Body Positivity Movement Defined

The body positivity movement is defined as one that “involves the rejection of unattainable, narrowly defined beauty ideals, and encourages individuals to challenge current societal messages regarding beauty and to accept more diverse body sizes and appearances as attractive” (Lazuka et al., 2020, p. 86). This movement has become more prevalent on social media in recent years as company marketing has greatly expanded through Instagram, TikTok, and other platforms to reach their targeted audience (Business of Apps, 2021). The demand for a movement and conversation to counter social media’s pressures has developed from the toxic idolization of unrealistic body types that has evolved from the contorted marketing efforts of several large fashion companies as well as from the idealization of women’s bodies in the media. It is imperative to note that the body positivity movement largely relates to the mental and physical health of women in aiming to prevent detrimental issues such as depression, anxiety, and eating disorders (just to name a few) from developing as a result of negative body image. The body positivity movement positively influences women by encouraging a healthy attitude toward body image as well as elevating ideals such as inclusivity, diversity, and empowerment.

The Evolution of the Movement

The body positivity movement has evolved greatly from the time that big-name brands first began taking action in raising more awareness about negative body ideals and toxic body-image culture. For example, in 2004, Dove launched their “Real Beauty” campaign in which their advertisements depicted varying body types to counter the singular rail-thin model stereotypes (Brooks et al., 2020). In addition to companies taking part in the movement, popular professional models have also come to light in talking about their body image and the struggles they go through when it comes to their self-confidence as well as their mental health. A popular TikTok influencer named Remi Bader is known for advocating for body positivity on social media by being authentically herself and calling out brands when they are not inclusive. In an article written by Ariana Yaptangco (2022) for *Glamour* magazine Bader is described as someone who “has become a leading voice for size inclusion in the fashion industry, gaining her following through no-B.S. video reviews of fashion brands, [and] calling out plus size offerings and ranges” (para. 2). Models and influencers like Remi Bader have attracted a large audience of people (specifically young women) by being transparent about the way clothes fit and by actively calling out brands that do not offer sizes for everyone. Remi’s audience looks up to her because of the way she presents herself; she is confident and honest, and her good sense of humor makes her videos all the more enjoyable. Bader has earned herself multiple partnerships with big brands such as Victoria’s Secret and Revolve due to her success on social media (Bader, 2023). Brands certainly do not want to be discredited by her, as she has such a large following, so her approval offers brands a sense of persuasion for them to partner with her. In turn, they most likely earn her followers as loyal

customers or supporters. Influencers in today's age certainly have a large impact on those who consume their content which leads them to be great advocates for the body positivity movement.

The Struggle for Self-Confidence

Due to the increasing prevalence of social media, young women often struggle for self-confidence because of the constant comparison they face. A research article focused on social media and body dissatisfaction suggests that “The promotion of beauty ideals in the media disseminates disordered eating, drive for thinness and body dissatisfaction among female college students” (Aparicio-Martinez et al., 2019, p. 3). The struggle for self confidence among college-aged women is a growing issue due to the negative implications that social media has among this group. Constantly viewing pictures and advertisements depicting women who look seemingly unflawed and not understanding how models can be real is damaging to women's mental and physical health. The reality of social media is that those images are *not* real. As social media and the advances in technology are making false images easier to reach an audience, the issue of unattainable beauty is only growing larger. It is important to note that it is sometimes difficult to discern whether or not a picture is real or if it has been edited/retouched. Therefore, the power that fashion companies hold in their marketing division when they use body positive models is extremely valuable for this cause of representing real women. The more real-women images that these companies include within their advertising campaigns, the more actual women in society will learn to accept and most importantly love the bodies they have. It is only becoming more obvious how toxic-body-image

culture is affecting young women across America. Conversations and education for body positivity should be continued in order to move forward in mental and physical health improvement. A journal article analyzing college women's quality of life indicates, "In particular, there is evidence showing that female college students present considerable levels of body image dissatisfaction...and are at greater risk for developing body image and eating-related problems" (Duarte et al., 2015, p. 754). The research in this thesis will focus exclusively on the wellbeing of college-aged women in respect to their self-image and their mental as well as physical health. It is absolutely necessary to acknowledge that men too are subject to similar body image standards and therefore fall victim to the same mental and physical illnesses associated with negative body image. However, the present study focuses exclusively on college-aged women.

The Social Media Impact

Social media have shown to be a leading cause of increasing body image concerns among young women. Authors Jasmine Fardouly and Lenny Vartanian (2015) claim that "media exposure is linked to body dissatisfaction because of appearance comparison" (p. 83). Due to the prevalence of social media among people aged 17 to 28, it is common to compare one's appearance to another's via social media profiles. Social media platforms continue to be a tool that many companies use to reach their target audience. Companies targeting young women utilize Instagram advertisements and popular influencers to market their products. Increased exposure to heavily edited advertisements can cause body image concerns to develop among young women. Author Grace Holland and Marika Tiggemann (2016) claim that "Body dissatisfaction is generally attributed to

social factors, with the mass media considered the most influential and pervasive cause” (p. 101). When companies take advantage of the vulnerability of young female users of social media networks, companies make a lasting impact on the way women view themselves.

Thesis Statement and Research Questions

This Honors thesis aims to investigate the impact of the body positivity movement on college-aged women by analyzing their familiarity and attitudes in respect to the movement. Body dissatisfaction has a direct effect on women’s health. Due to the increasing number of college-aged women who report heightened body dissatisfaction, it is imperative to analyze ways in which one’s body image can be maintained and protected. One way to protect women from distorted exaggerations of beauty is the furtherment and preservation of the body positivity movement. Young women face issues with self-confidence that are detrimental to their health now more than ever, which is why it is critical that larger strides toward body positivity are made. Specifically, the two thesis questions are: 1. Is the body positivity movement positively impacting the way women view themselves? 2. Are the efforts of the body positivity movement effective in bettering college-aged women’s body image and health?

CHAPTER III

Methodology

To examine the two research questions, this thesis project utilizes quantitative research based on data collected from a Qualtrics survey. The survey questions focus on body positivity movement ad campaigns and social media. Specifically, the questions concentrate on the respondent's self-image and awareness of the body positivity movement. The survey investigates the impact of the body positivity movement on students. The survey was sent out to a total of 9,175 female MTSU students. Students received the email on Friday, April 28, 2023, through their school email from Qualtrics. The survey link was embedded in the email. Email reminders were sent on Monday, May 1st, and Friday, May 5th, to students who had not completed the survey in order to increase the response rate. These approaches led to a sufficient number of responses. The data were collected via Qualtrics and analyzed using Excel and SPSS, a software created for statistical analysis. Appendix A and Appendix B contain the recruitment email and survey instrument, respectively.

The goal of the survey was to obtain at least 250 completed surveys. Many more responses were recorded than initially expected. Of the initial 9,175 students emailed, 989 started the survey. After removing those who did not complete the survey, responses from individuals not willing to provide their best answers, and responses from respondents who failed the attention checks, there were 609 completed responses remaining for analysis. Overall, there was a 61.58% response rate for the survey.

Measures

The majority of the attitude-based scales were taken from existing research studies and literature. For emotional engagement ($\alpha = 0.949$), 5-items were modified from Rich, LePine, and Crawford (2010). For the depression scale ($\alpha = 0.884$) a reduced 6-item scale was used from Kroenke, Spitzer, and Williams (2001) measured on a 7-point Likert scale. To measure body appreciation ($\alpha = 0.922$) a reduced 7-item scale was used measured on a 7-point Likert scale, pulled from Avalos, Tylka, and Wood-Barcalow (2005). The photo manipulation scale was also a 9-item scale taken from Pham, et al. (2022). This scale broke out into two factors. The first (Photo Manipulation 1 – hereafter called Photo Modify, $\alpha = 0.898$) was made up of questions four, eight, seven, and five. These questions deal with the extent that individuals modify their body or image in a photo. The second (Photo Manipulation 2 – hereafter called Photo Edit, $\alpha = 0.817$) consisted of one, nine, two, and six.

Mental health consequences ($\alpha = 0.859$) used a reduced 6-item scale, measured on a 7-point Likert scale, taken from Santiago and Caporusso (2019). Additionally, one item was added to this scale as item number two: “I feel pressure to look perfect in all of my pictures.” The scale for advertising effectiveness is an 8-item scale pulled from Ravi Kumar (2018) and measured using a 7-point Likert scale. This scale response was asked of survey-takers after each of the two ad campaigns. During analysis, the scale loaded on two factors. The first (Ad Effectiveness – Purchase Intentions, $\alpha = 0.952$ Aerie; $\alpha = 0.954$ Dove) consisted of questions four, five, seven, and eight. The second factor (Ad Effectiveness – Brand/Ad Like, $\alpha = 0.870$ Aerie; $\alpha = 0.876$ Dove) was made up of questions one, two, three, and six. Three scales were repeated after the two

advertisements were shown within the survey sections on body appreciation (BA repeat $\alpha = 0.936$), mental health consequences (MH1 repeat $\alpha = 0.834$; MH2 repeat $\alpha = 0.861$), and photo manipulation (PM1 repeat $\alpha = 0.924$; PM2 repeat $\alpha = 0.821$). For these repeated scales, the same items excluded from the scale utilized for the initial measure were also excluded in the repeated measure and the same items were used in the two factors.

The perceived authenticity of social media influencers ($\alpha = 0.924$) 6-item scale, measured using a 7-point Likert scale, was pulled from Lee and Eastin (2021). Fashion consciousness was measured ($\alpha = 0.814$) using 3-items from Nam, et al. (2007). The items were measured on a 7-point Likert scale. Beyond the attitudinal scales, there were two open-ended questions concerning what positive body image means to the respondent, as well as which influencers the respondent follows on social media (if any) who post body positive content. The means of this was to measure how effective body positive content in the form of advertisements is in changing one's behavior with respect to their own body image. Since the scales were deemed reliable and unidimensional, each scale was averaged for analysis purposes.

CHAPTER IV

Results

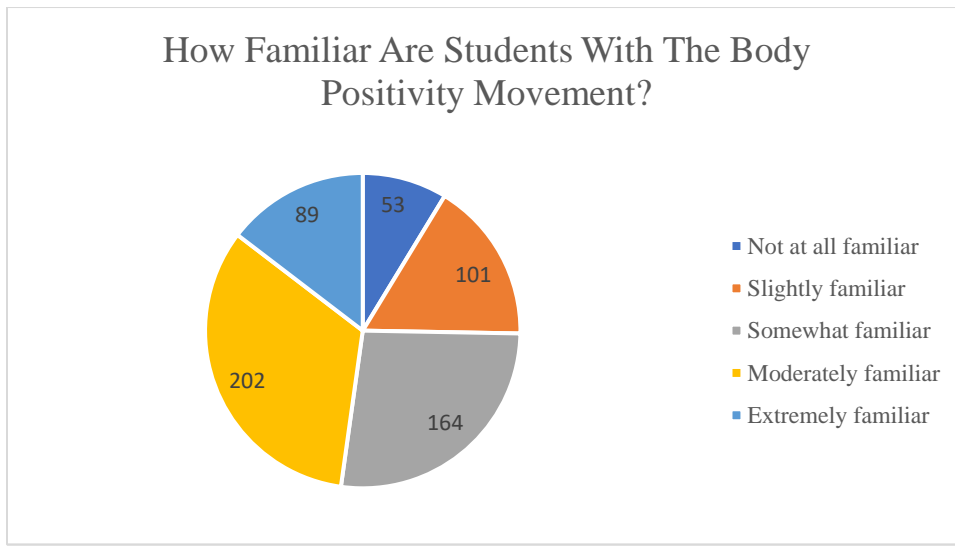
Respondent Demographics

All 609 respondents were over the age of 18; with 77.01% ($N = 469$) of them being born in 2002 or before, meaning, the majority of respondents are 21 years old or older. When considering marital status, it was found that 47.3% ($N = 288$) are single. Most of the participants are white (75.7%; $N = 461$) or African American (13.6%; $N = 83$), with 90.5% ($N = 551$) being non-Spanish, Hispanic, or Latino. The rest of the respondents, (12.3%; $N = 75$) identified themselves as either American Indian or Alaska Native, Asian, Native Hawaiian or Pacific Islander, or other. Class standing result showed that 11.2% ($N = 68$) of participants were freshman, 12.2% ($N = 74$) were sophomores, 21.8% ($N = 133$) were juniors, 28.6% ($N = 174$) were seniors, and 22.7% ($N = 138$) were graduate students. Additionally, 48.3% ($N = 294$) stated they work a part-time job and 26.6% ($N = 162$) work full-time. Finally, 32.8% ($N = 200$) of students made below \$10,000 a year while 16.3% ($N = 99$) did not have any personal income.

Respondent Familiarity

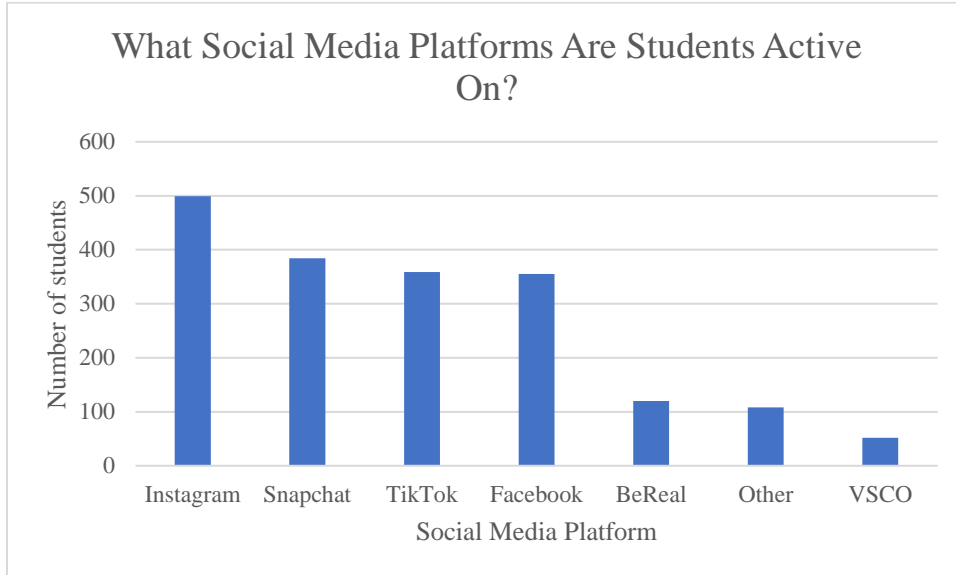
When questioning how familiar students are initially with the body positivity movement, the average mean was 3.28 with a standard deviation of 1.163 on a 5-point scale (see Figure 1). It was found that the majority of students were at least slightly familiar with the movement. However, 9% of students selected “Not at all familiar.” Furthermore, 15% of respondents selected “Extremely familiar” with the majority of the students selecting “Somewhat familiar” and “Moderately familiar.”

Figure 1: Student Familiarity with the Body Positivity Movement



The body positivity movement has a vast presence on social media platforms (Cohen et al., 2021). Many companies and individuals who contribute to the movement do so via social media platforms. It has also been concluded in previous research that social media usage and negative body image are correlated (Aparicio-Martinez et al., 2019). For these reasons, it is necessary to know on which social media networks the respondents of this study are active. When asking the respondents this question, Instagram appeared to be the most popular platform, with 499 students selecting it (see Figure 2). Snapchat came in second, with 384 students. TikTok was third, with 359 students. Next, Facebook has 355 students active on its platform. VSCO, BeReal, and “Other” had the least number of student users, with a total of 280 when summed together.

Figure 2: Most Popular Social Media Platforms Among Female Students



The following table (see Table 1) shows the results from the average of the engagement, depression, and cosmetic usage scales. For the engagement questions, the average mean was 5.19 on a 7-point scale. For the depression scale, the average mean was 3.65 out of 7 points. Lastly, for the cosmetic usage questions, the average mean was 3.78 out of 7 points.

Table 1: Average of Scale Items

Scale Name	1 SD	2	3	4	5	6	7 SA	Mean (SD)
Engagement	9 (1.48%)	23 (3.78%)	67 (11.0%)	130 (21.3%)	164 (26.9%)	144 (23.6%)	72 (11.8%)	5.19 (1.30)
Depression	86 (14.1%)	118 (19.4%)	134 (22.0%)	140 (23.0%)	97 (15.9%)	29 (4.76%)	5 (0.82%)	3.65 (1.44)
Cosmetic Usage	66 (10.8%)	113 (18.6%)	138 (22.7%)	114 (18.7%)	109 (17.9%)	42 (6.90%)	27 (4.43%)	3.78 (1.59)

The following table (see Table 2) displays the results from the body appreciation scale that was used to gauge the respondents' measure of body appreciation towards themselves before and after watching two body positive advertisements that were shown in the survey. The purpose of repeating this scale was to analyze whether there was an impact made on body appreciation as a result of watching the body positive advertisements. As shown below, the average mean prior to watching the advertisements (Pre-Body Appreciation) was 4.46 and increased to 4.76 after watching the advertisements (Post-Body Appreciation).

Table 2: Average of Body Appreciation Scale

Scale Name	1 SD	2	3	4	5	6	7 SA	Mean (SD)
Pre-Body Appreciation	26 (4.27%)	68 (11.2%)	135 (22.2%)	127 (20.9%)	145 (23.8%)	85 (14.0%)	23 (3.78%)	4.46 (1.43)
Post-Body Appreciation	17 (2.79%)	58 (9.52%)	94 (15.4%)	145 (23.8%)	142 (23.3%)	124 (20.4%)	29 (4.76%)	4.76 (1.45)

The following table (see Table 3) depicts the results from the poor mental health scale that was used to determine how social media affects the mental health of respondents. Once again, the respondents were asked to answer the question before and after watching the advertisements to see if the body positive advertisements had an impact on their responses. As shown below, the average mean, prior to watching the advertisements (Pre-Mental Health), was 2.64 and increased to 2.66 after watching the advertisements (Post-Mental Health). Additionally, the photo manipulation scale was

used to gauge how often the respondents modify or edit their social media photos. The average mean, prior to watching the advertisements (Pre-Photo Modify), was 1.30 and decreased to 1.28 after watching the advertisements (Post-Photo Modify). For Photo Edit, the average mean, prior to watching the advertisements (Pre-Photo Edit), was 2.19 and decreased to 2.02 after watching the advertisements (Post-Photo Edit).

Table 3: Average of Mental Health, Photo Modify, and Photo Edit Scales

Scale Name	1 SD	2	3	4	5	6	7 SA	Mean (SD)
Pre-Mental Health	213 (35.0%)	159 (26.1%)	137 (22.5%)	83 (13.6%)	12 (1.97%)	5 (0.82%)	0 (0.0%)	2.64 (1.20)
Post-Mental Health	231 (37.9%)	143 (23.5%)	110 (18.1%)	81 (13.3%)	33 (5.42%)	9 (1.48%)	2 (0.33%)	2.66 (1.37)
Pre-Photo Modify	540 (88.7%)	33 (5.42%)	17 (2.79%)	7 (1.15%)	7 (1.15%)	2 (0.33%)	3 (0.49%)	1.30 (0.88)
Post-Photo Modify	549 (90.1%)	28 (4.60%)	11 (1.81%)	12 (1.97%)	5 (0.82%)	2 (0.33%)	2 (0.33%)	1.28 (0.84)
Pre-Photo Edit	330 (54.2%)	139 (22.8%)	65 (10.7%)	41 (6.73%)	24 (3.94%)	7 (1.15%)	3 (0.49%)	2.19 (1.30)
Post-Photo Edit	367 (60.3%)	131 (21.5%)	55 (9.03%)	29 (4.76%)	18 (2.96%)	7 (1.15%)	2 (0.33%)	2.02 (1.21)

Pre- and Post-Watching Ad-Paired Sample Analysis

To determine if the pre- and post- differences listed above were significant for body appreciation, mental health, photo modify, and photo edits, a paired samples t-test was conducted. The constructs listed were asked initially in the survey and again after watching the ads to determine if watching the ads had any impact on the individual's attitudes. There was a statistically significant difference between the pre- (first listed in

pair test for each construct) and post-response (listed second in the pair test for each construct) for body appreciation ($t = 11.044, p < 0.000$), and photo edit ($t = 6.609, p < 0.000$), but not for mental health ($t = 0.835, p < 0.404$) or photo modify ($t = 1.151, p < 0.250$) as shown in Table 4.

The results indicate a significantly higher mean for body appreciation after watching the videos (Mean_{pre} = 4.46 vs. Mean_{post} = 4.76). For photo edits, the results indicate a significantly lower mean after watching the videos (Mean_{pre} = 2.19 vs. Mean_{post} = 2.02). Based on these results, watching the video has an impact on these constructs. However, there was no significant difference in the photo modification or mental health.

Table 4: Pre- and Post-Watching Ads-Paired Sample T-Test Results

Pairs	Differences in Mean	Std. Deviation	Std. Error	95% Confidence Interval of Difference	<i>t</i> -Value	<i>p</i> -Value
Pre-Body Appreciation Post-Body Appreciation	-0.30	0.68	0.03	(-0.36) – (-0.25)	-11.04	0.000
Pre-Mental Health Post-Mental Health	-0.03	0.77	0.03	(-0.087) – (0.035)	-0.84	0.404
Pre-Photo Modify Post-Photo Modify	0.02	0.48	0.02	(-0.02) – (0.06)	1.15	0.250
Pre-Photo Edit Post-Photo Edit	0.16	0.61	0.02	0.12 – 0.21	6.61	0.000

Advertisement Effectiveness

Next, questions were asked to determine if these advertisements have an impact on purchase intentions and brand like. The following table (see Table 5) shows the average response for both the Aerie and Dove advertisements. This scale helps to gauge the advertisement's effectiveness as well as how respondents reacted to the

advertisement. For Aerie Ad Purchase Intentions, the average mean was 3.63. For Aerie Ad Brand Like, the average mean was 4.74. This indicates that the respondents' likeness towards the brand was more favorable than their intentions to purchase from the company. The average mean for the Dove Ad Purchase Intentions was 3.89 and the average mean for the Brand Like was 5.21. Once again, participants had a more favorable brand liking but lower levels of purchase intentions.

Table 5: Average of Advertisement Effectiveness Scales

Scale Name	1 SD	2	3	4	5	6	7 SA	Mean (SD)
Aerie Ad Purchase Intentions	115 (18.9%)	104 (17.1%)	105 (17.2%)	124 (20.4%)	88 (14.4%)	38 (6.24%)	35 (5.75%)	3.63 (1.74)
Aerie Ad Brand Like	26 (4.27%)	43 (7.06%)	96 (15.8%)	140 (23.0%)	145 (23.8%)	115 (18.9%)	44 (7.22%)	4.74 (1.49)
Dove Ad Purchase Intentions	75 (12.3%)	91 (14.9%)	102 (16.7%)	174 (28.6%)	88 (14.4%)	48 (7.88%)	31 (5.09%)	3.89 (1.62)
Dove Ad Brand Like	12 (1.97%)	26 (4.27%)	48 (7.88%)	132 (21.7%)	174 (28.6%)	146 (24.0%)	71 (11.7%)	5.21 (1.33)

Influencer Authenticity and Fashion Consciousness

The influencer authenticity scale was used to better understand how important respondents find certain attributes of influencers to be. The purpose of this scale was to gain a strong indication of how highly respondents value honesty and authenticity when it comes to influencers and what they post. The average mean was 5.92 for Influencer Authenticity. Due to some missing responses, the totals do not always equal 100. The fashion consciousness scale was used to gain a better understanding of how respondents

value fashion in their lives. This measure corresponds to one’s vanity, which directly impacts how the person may wish to be perceived from a social media standpoint. The majority of the respondents were low on the fashion consciousness scale (see Table 6).

Table 6: Average of Influencer Authenticity and Fashion Consciousness Scales

Scale Name	1 SD	2	3	4	5	6	7 SA	Mean (SD)
Influencer Authenticity	14 (2.30%)	3 (0.49%)	18 (2.96%)	57 (9.36%)	143 (23.5%)	205 (33.7%)	158 (25.9%)	5.92 (1.23)
Fashion Consciousness	155 (25.5%)	136 (22.3%)	126 (20.7%)	85 (14.0%)	48 (7.88%)	29 (4.76%)	8 (1.31%)	3.04 (1.55)

ANOVA Comparisons in Attitudes and Behaviors

To determine if there are significant differences in attitudes, a series of analyses of variances (ANOVAs) and comparisons between means were conducted. Differences were examined based on a variety of classification criteria including familiarity with the body positivity movement, the Aerie Real Campaign, the Dove Reverse Selfie campaign, class standing, marital status, and employment status. Additionally, attitudes about body appreciation, photo modify, photo edits, and mental health were assessed pre- and post-watching the Aerie and Dove body positivity campaign commercials. The differences in these attitudes were compared to detect differences. The attitudes where differences were examined included emotional engagement, depression, body appreciation, use of cosmetics, photo modify, photo edits, mental health, Aerie campaign advertising effectiveness (purchase intentions and brand like), Dove campaign advertising

effectiveness (purchase intentions and brand like), advertisements promoting body positivity, post-watching campaigns body appreciation, post-watching campaigns mental health, post-watching campaigns photo manipulation, influencer authenticity, fashion consciousness, social media adjustments, more body positivity campaigns, and personal impact of body positivity movement. Since all of the scales used to measure attitudes were unidimensional and reliable, each attitude scale was summed for analysis purposes.

Class Standing

When examining the differences in attitudes based on class standing (freshmen, sophomore, junior, senior, and graduate school), there were nine attitude measures with significant differences. Significant differences existed for emotional engagement ($F = 4.058, p < 0.003$), depression ($F = 6.245, p < 0.001$), photo edits ($F = 3.057, p < 0.016$), mental health ($F = 4.296, p < 0.002$), Aerie Real campaign ad effectiveness - purchase intentions ($F = 5.275, p < 0.001$), Aerie Real campaign ad effectiveness – brand like ($F = 4.363, p < 0.002$), mental health after watching ads ($F = 3.714, p < 0.005$), photo edits after watching ads ($F = 3.612, p < 0.006$), influencer authenticity ($F = 3.187, p < 0.013$), and fashion consciousness ($F = 2.653, p < 0.032$). See Table 7 below.

For emotional engagement, there is a significant difference between freshmen and graduate students as well as sophomores and graduate students. Graduate students report significantly higher scores of emotional engagement than both freshmen ($p = 0.049$) and sophomores ($p = 0.004$). For depression, graduate students score significantly lower on depression than all underclassmen: freshman ($p = 0.009$), sophomores ($p < 0.001$), juniors ($p = 0.009$), and seniors ($p = 0.004$). For photo edits, sophomores are significantly

lower than seniors ($p = 0.038$) in making edits to photos. For the initial question on mental health, graduate students report significantly lower poor mental health than both juniors ($p = 0.002$) and seniors ($p = 0.031$). Regarding the Aerie Real ad effectiveness related to purchase intentions, graduate students are significantly less likely to purchase compared to juniors ($p < 0.001$) and seniors ($p = 0.004$). On the Aerie Real ad effectiveness related to liking the brand, graduate students reported significantly lower scores compared to juniors ($p = 0.012$) and seniors ($p = 0.039$) when expressing their like towards the brand. After watching the ads, the mental health scores of graduate students remained significantly lower than both juniors ($p = 0.007$) and seniors ($p = 0.018$). After watching the ads, sophomores continue to be significantly lower in making edits to photos than seniors ($p = 0.013$). For influencer authenticity, seniors report significantly higher scores of authenticity than graduate students ($p = 0.006$). Finally, for fashion consciousness, juniors have significantly higher scores than graduate students ($p = 0.023$).

Table 7: Class Standing ANOVA Results

Attitude	Class Standing*	Mean	Standard Deviation	Std. Error	95% Confidence Interval for Mean
Emotional Engagement ($F = 4.058$, $p < 0.003$)	Freshmen	4.96	1.29	0.16	4.65 – 5.27
	Sophomore	4.83	1.15	0.13	4.57 – 5.10
	Junior	5.13	1.26	0.11	4.91 – 5.34
	Senior	5.24	1.39	0.11	5.03 – 5.45
	Graduate Student	5.49	1.24	0.11	5.29 – 5.70
Depression ($F = 6.245$, $p < 0.001$)	Freshmen	3.86	1.53	0.19	3.49 – 4.22
	Sophomore	4.04	1.37	0.16	3.72 – 4.36
	Junior	3.73	1.41	0.12	3.49 – 3.97
	Senior	3.73	1.42	0.11	3.52 – 3.94
	Graduate Student	3.15	1.39	0.12	2.92 – 3.39
Photo Edits ($F = 3.057$,	Freshmen	2.21	1.34	0.16	1.89 – 2.54
	Sophomore	1.88	1.02	0.12	1.64 – 2.11

$p < 0.016$)	Junior	2.27	1.32	0.11	2.05 – 2.50
	Senior	2.40	1.42	0.11	2.19 – 2.62
	Graduate Student	2.01	1.23	0.11	1.80 – 2.21
Mental Health ($F = 4.296$, $p < 0.002$)	Freshmen	2.67	1.20	0.15	2.38 – 2.96
	Sophomore	2.68	1.14	0.13	2.42 – 2.95
	Junior	2.84	1.17	0.10	2.64 – 3.04
	Senior	2.76	1.34	0.10	2.56 – 2.96
	Graduate Student	2.29	1.02	0.09	2.12 – 2.47
Aerie Ad - Purchase Intentions ($F = 5.275$, $p < 0.001$)	Freshmen	3.60	1.73	0.21	3.18 – 4.02
	Sophomore	3.37	1.67	0.19	2.98 – 3.76
	Junior	4.00	1.74	0.15	3.70 – 4.30
	Senior	3.86	1.76	0.13	3.59 – 4.12
	Graduate Student	3.16	1.64	0.14	2.89 – 3.44
Aerie Ad – Brand Like ($F = 4.363$, $p < 0.002$)	Freshmen	4.64	1.55	0.19	4.27 – 5.02
	Sophomore	4.41	1.57	0.18	4.05 – 4.78
	Junior	5.02	1.29	0.11	4.81 – 5.25
	Senior	4.93	1.51	0.11	4.71 – 5.16
	Graduate Student	4.45	1.51	0.13	4.19 – 4.70
Mental Health After Ads ($F = 3.714$, $p < 0.005$)	Freshmen	2.54	1.30	0.16	2.23 – 2.86
	Sophomore	2.70	1.34	0.16	2.39 – 3.01
	Junior	2.89	1.41	0.12	2.65 – 3.13
	Senior	2.81	1.45	0.11	2.60 – 3.03
	Graduate Student	2.32	1.24	0.11	2.12 – 2.53
Photo Edits After Ads ($F = 3.612$, $p < 0.006$)	Freshmen	1.92	1.19	0.14	1.63 – 2.21
	Sophomore	1.69	0.87	0.10	1.49 – 1.89
	Junior	2.13	1.30	0.11	1.91 – 2.36
	Senior	2.23	1.33	0.10	2.03 – 2.43
	Graduate Student	1.88	1.10	0.09	1.69 – 2.06
Influencer Authenticity (F $= 3.187$, $p < 0.013$)	Freshmen	6.01	1.12	0.14	5.74 – 6.28
	Sophomore	5.92	1.10	0.13	5.66 – 6.17
	Junior	5.95	1.16	0.10	5.76 – 6.16
	Senior	6.09	1.11	0.08	5.93 – 6.26
	Graduate Student	5.61	1.48	0.13	5.36 – 5.86
Fashion Consciousness ($F = 2.653$, $p < 0.032$)	Freshmen	3.36	1.88	0.23	2.91 – 3.82
	Sophomore	3.14	1.87	0.22	2.70 – 3.57
	Junior	3.45	1.97	0.17	3.12 – 3.79
	Senior	3.09	1.62	0.12	2.85 – 3.33
	Graduate Student	2.80	1.55	0.13	2.54 – 3.06

* Freshman $N = 68$; Sophomores $N = 74$; Juniors $N = 133$; Seniors $N = 174$; Graduate $N = 138$

Employment

Based on the employment status of the participants (not currently working, part-time, and full-time), there were thirteen attitude measures with significant differences as seen in Table 8 below. It was found that the employment status of the participant was correlated to the participant's response for the following 13 attitude measures related to whether the participant was not currently working, part-time, or full-time. Significant differences existed for emotional engagement ($F = 6.473, p < 0.002$), depression ($F = 10.681, p < 0.000$), body appreciation ($F = 6.340, p < 0.002$), cosmetic usage ($F = 7.151, p < 0.001$), photo manipulation 2 (edits) ($F = 4.964, p < 0.007$), mental health ($F = 12.773, p < 0.000$), Aerie Real campaign ad effectiveness - purchase intentions ($F = 7.879, p < 0.000$), Aerie Real campaign ad effectiveness – brand like ($F = 9.982, p < 0.000$), body appreciation after watching ads ($F = 5.696, p < 0.004$), mental health after watching ads ($F = 12.006, p < 0.000$), photo edits after watching ads ($F = 4.327, p < 0.014$), influencer authenticity ($F = 7.517, p < 0.001$), and fashion consciousness ($F = 8.752, p < 0.000$).

For emotional engagement, there is a significant difference between full-time employment and those not currently working ($p = 0.001$), as well as those working part time ($p = 0.042$), such that full-time workers report the highest level of emotional engagement. Similarly, full-time workers report significantly lower scores of depression than those not currently working ($p < 0.001$) as well as those working part time ($p < 0.001$). For body appreciation, those not currently working had significantly lower scores than those working part time ($p = 0.027$) as well as those working full time ($p = 0.001$). For cosmetic usage, those not currently working had significantly lower usage than those

working part time ($p < 0.001$). For photo edits, full time workers are significantly less likely to make edits to photos compared to those not currently working ($p = 0.037$) as well as those working part time ($p = 0.010$). For the initial question on mental health, full time working students report significantly better mental health than both those not currently working ($p < 0.001$) and those working part time ($p < 0.001$). Regarding the Aerie Real ad effectiveness related to purchase intentions, full time workers are significantly less likely to purchase compared to those working part time ($p < 0.001$). Body appreciation after watching the ads indicates that body appreciation for those not currently working continued to be significantly lower scores than those working part time ($p = 0.006$) as well as those working full time ($p = 0.010$). Mental health after watching the ads, full time working students continued to report significantly lower poor mental health than both those not currently working ($p < 0.001$) and those working part time ($p = 0.002$). Photo edits after watching the ads also maintained the same results as prior to the ads in which full time workers continue to be significantly less likely to make edits to photos compared to those not currently working ($p = 0.011$). For influencer authenticity, full time workers report significantly lower scores of authenticity than those working part time ($p < 0.001$) and those not currently working ($p = 0.043$). Finally, for fashion consciousness, full time workers have significantly lower scores than those working part time ($p < 0.001$) and those not currently working ($p = 0.013$).

Table 8: Employment ANOVA Results

Attitude	Employment Status*	Mean	Standard Deviation	Std. Error	95% Confidence Interval for Mean
Emotional Engagement ($F = 6.473$, $p < 0.002$)	Part-time	5.16	1.27	0.07	5.01 – 5.30
	Full-time	5.47	1.23	0.10	5.27 – 5.66
	Not currently working	4.93	1.40	0.12	4.69 – 5.17
Depression ($F = 10.681$, $p < 0.000$)	Part-time	3.74	1.40	0.08	3.58 – 3.90
	Full-time	3.23	1.41	0.11	3.01 – 3.45
	Not currently working	3.95	1.46	0.13	3.69 – 4.20
Body Appreciation ($F = 6.340$, $p < 0.002$)	Part-time	4.48	1.42	0.08	4.32 – 4.65
	Full-time	3.68	1.34	0.11	4.47 – 4.89
	Not currently working	4.09	1.48	0.13	3.84 – 4.35
Cosmetic Usage ($F = 7.151$, $p < 0.001$)	Part-time	3.97	1.53	0.09	3.80 – 4.15
	Full-time	3.77	1.67	0.13	3.51 – 4.02
	Not currently working	3.34	1.57	0.14	3.07 – 3.62
Photo Edits ($F = 4.964$, $p < 0.007$)	Part-time	2.25	1.26	0.07	2.11 – 2.40
	Full-time	1.93	1.22	0.10	1.74 – 2.12
	Not currently working	2.38	1.49	0.13	2.13 – 2.64
Mental Health ($F = 12.773$, $p < 0.000$)	Part-time	8.98	3.87	0.23	8.53 – 9.42
	Full-time	7.32	4.00	0.31	6.70 – 7.94
	Not currently working	9.38	3.82	0.34	8.72 – 10.04
Aerie Real Campaign Ad Effectiveness – Purchase Intentions ($F = 7.879$, $p < 0.000$)	Part-time	3.90	1.71	0.10	3.70 – 4.10
	Full-time	3.26	1.68	0.13	3.00 – 3.52
	Not currently working	3.49	1.78	0.16	3.18 – 3.80
Aerie Real Campaign Ad Effectiveness – Brand Like ($F = 9.982$, $p < 0.000$)	Part-time	5.01	1.40	0.08	4.84 – 5.17
	Full-time	4.41	1.53	0.12	4.17 – 4.65
	Not currently working	4.54	1.55	0.14	4.27 – 4.81
Body Appreciation After Watching Ads ($F = 5.696$, $p < 0.004$)	Part-time	4.83	1.41	0.08	4.66 – 4.99
	Full-time	4.91	1.44	0.11	4.69 – 5.13
	Not currently working	4.38	1.52	0.13	4.12 – 4.64
	Part-time	2.73	1.37	0.08	2.57 – 2.88

Mental Health After Watching Ads ($F = 12.006$, $p < 0.000$)	Full-time	2.27	1.25	0.10	2.08 – 2.47
	Not currently working	3.03	1.44	0.13	2.78 – 3.28
Photo Edits After Watching Ads ($F = 4.327$, $p < 0.014$)	Part-time	2.05	1.12	0.07	1.92 – 2.17
	Full-time	1.82	1.15	0.09	1.64 – 1.99
	Not currently working	2.23	1.45	0.13	1.98 – 2.48
Influencer Authenticity ($F = 7.517$, $p < 0.001$)	Part-time	6.07	0.97	0.06	5.96 – 6.18
	Full-time	5.61	1.56	0.12	5.37 – 5.85
	Not currently working	5.96	1.23	0.11	5.75 – 6.17
Fashion Consciousness ($F = 8.752$, $p < 0.000$)	Part-time	3.36	1.81	0.11	3.15 – 3.57
	Full-time	2.66	1.57	0.12	2.42 – 2.90
	Not currently working	3.25	1.79	0.16	2.94 – 3.56

* Part-time $N = 294$; Full-time $N = 162$; Not currently working $N = 130$

Marital Status

When looking at the marital status of the participants (single – never married, single but in a committed relationship, married), there were eleven attitude measures with significant differences, shown in Table 9 below. Significant differences existed for emotional engagement ($F = 6.462$, $p < 0.002$), depression ($F = 14.668$, $p < 0.000$), photo edits ($F = 5.009$, $p < 0.007$), mental health ($F = 9.882$, $p < 0.000$), Aerie Real campaign ad effectiveness - purchase intentions ($F = 6.551$, $p < 0.002$), Aerie Real campaign ad effectiveness – brand like ($F = 8.253$, $p < 0.000$), mental health after watching ads ($F = 7.547$, $p < 0.001$), influencer authenticity ($F = 11.213$, $p < 0.000$), and fashion consciousness ($F = 5.358$, $p < 0.005$).

Emotional engagement is significantly higher for married students than single, never married ($p = 0.001$) and single but in a committed relationship ($p = 0.015$).

Similarly, married students report significantly lower scores of depression than those that are single, never married ($p < 0.001$) and single but in a committed relationship ($p < 0.001$). For photo edits, married students are significantly less likely to make edits to photos compared to single, never married ($p = 0.011$) as well as single but in a committed relationship ($p = 0.010$). For the initial question on poor mental health, married students report significantly lower poor mental health than both single, never married ($p < 0.001$), and single but in a committed relationship ($p < 0.001$). Regarding the Aerie Real ad effectiveness related to purchase intentions, single, never married ($p = 0.002$) and single but in a committed relationship ($p = 0.003$) are significantly more likely to purchase compared to married students. Single, never married ($p = 0.002$), and single but in a committed relationship ($p < 0.001$) scored significantly higher on the Aerie Real ad effectiveness related to brand-like compared to married students. After watching the ads, poor mental health continued to be significantly lower for married students than both single, never married ($p = 0.002$) and single but in a committed relationship ($p < 0.001$) however photo manipulation 2 (edits) was no longer significantly different after watching the ads. For influencer authenticity, married students report significantly lower scores of authenticity than single, never married ($p < 0.001$), and single but in a committed relationship ($p < 0.001$). Finally, single, never married ($p = 0.005$), and single but in a committed relationship ($p = 0.013$) are significantly more fashion consciousness than married students.

Table 9: Marital Status ANOVA Results

Attitude	Marital Status*	Mean	Standard Deviation	Std. Error	95% Confidence Interval for Mean
Emotional Engagement ($F = 6.462$, $p < 0.002$)	Single – never married	5.06	1.32	0.08	4.90 – 5.21
	Single but in a committed relationship	5.15	1.27	0.09	4.96 – 5.33
	Married	5.62	1.21	0.13	5.36 – 5.87
Depression ($F = 14.668$, $p < 0.000$)	Single – never married	3.81	1.47	0.09	3.64 – 3.98
	Single but in a committed relationship	3.82	1.33	0.10	3.62 – 4.01
	Married	2.93	1.35	0.14	2.65 – 3.22
Photo Edits ($F = 5.009$, $p < 0.007$)	Single – never married	2.27	1.32	0.08	2.12 – 2.42
	Single but in a committed relationship	2.30	1.35	0.10	2.11 – 2.50
	Married	1.81	1.10	0.12	1.58 – 2.04
Mental Health ($F = 9.882$, $p < 0.000$)	Single – never married	2.75	1.20	0.07	2.61 – 2.89
	Single but in a committed relationship	2.80	1.19	0.09	2.63 – 2.98
	Married	2.17	1.09	0.12	1.94 – 2.40
Aerie Real Campaign Ad Effectiveness – Purchase Intentions ($F = 6.551$, $p < 0.002$)	Single – never married	3.74	1.76	0.10	3.54 – 3.95
	Single but in a committed relationship	3.77	1.67	0.12	3.53 – 4.01
	Married	3.04	1.68	0.18	2.68 – 3.39
Aerie Real Campaign Ad Effectiveness – Brand Like ($F = 8.253$, $p < 0.000$)	Single – never married	4.79	1.44	0.09	4.62 – 4.95
	Single but in a committed relationship	4.93	1.45	0.11	4.72 – 5.14
	Married	4.17	1.69	0.18	3.81 – 4.52
Mental Health After Watching Ads ($F = 7.547$, $p < 0.001$)	Single – never married	2.77	1.38	0.08	2.61 – 2.93
	Single but in a committed relationship	2.86	1.41	0.10	2.66 – 3.06
	Married	2.20	1.25	0.13	1.94 – 2.46
Influencer Authenticity ($F = 11.213$, $p < 0.000$)	Single – never married	6.04	1.06	0.06	5.92 – 6.16
	Single but in a committed relationship	6.02	1.02	0.07	5.87 – 6.17
	Married	5.37	1.84	0.19	4.99 – 5.76
	Single – never married	3.29	1.89	0.11	3.07 – 3.51

Fashion Consciousness ($F = 5.696$, $p < 0.004$)	Single but in a committed relationship	3.26	1.70	0.12	3.02 – 3.51
	Married	2.62	1.39	0.15	2.32 – 2.91

* Single never married $N = 288$; Single but in a committed relationship $N = 185$; Married $N = 89$

The following table (see Table 10) depicts the results of the social media desires scale that was used to indicate what respondents desire out of the social media sites that they use. The questions were centered around the visibility of number of likes and followers on social media sites. The idea for this scale was derived from the social media site “VSCO” since this social media site does not display to other people how many followers one has, nor does it display how many likes or reshares one gets on their posts. Additionally, Instagram recently implemented a setting that allows users to hide the number of likes on their posts from being seen by others. Due to the idea that the body positivity movement is closely tied to people struggling with comparisons on social media, it was relevant to include questions regarding reactions to social media methods that help to reduce comparison behaviors.

Table 10: Social Media Desires

Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.	1 SD	2	3	4	5	6	7 SA	Mean (SD)
I wish more social media sites had features to hide like counts.	63 (10.7%)	57 (9.4%)	55 (9.0%)	162 (26.6%)	70 (11.5%)	65 (10.7%)	115 (18.9%)	4.32 (1.92)
I wish Instagram didn't show you follower counts.	102 (16.7%)	84 (13.8%)	75 (12.3%)	185 (30.4%)	37 (6.1%)	36 (5.9%)	68 (11.2%)	3.60 (1.86)
I feel as though hiding follower and like counts make Instagram a safer environment.	65 (10.7%)	44 (7.2%)	56 (9.2%)	153 (25.1%)	89 (14.6%)	68 (11.2%)	112 (18.4%)	4.38 (1.89)

The following table (see Table 11) depicts data from the question scale centered around the desires of respondents regarding the body positivity movement and the two advertisements that they viewed in the survey. The questions focus on how the movement has impacted the respondents' lives as well as the lives of women in general. The questions also focus on how respondents view brands that support the body positivity movement.

Table 11: Hope More Social Media...

Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.	1 SD	2	3	4	5	6	7 SA	Mean (SD)
I hope to see more advertisements such as the two above videos.	23 (3.8%)	24 (3.9%)	34 (5.6%)	92 (15.1%)	117 (19.2%)	124 (20.4%)	173 (28.4%)	5.25 (1.65)
I hope more brands join the body positivity movement.	11 (1.8%)	15 (2.5%)	27 (4.4%)	85 (14.0%)	102 (16.7%)	121 (19.9%)	226 (37.1%)	5.59 (1.50)
I feel as though the body positivity movement is making a positive impact on women's lives.	12 (2.0%)	18 (3.0%)	41 (6.7%)	81 (13.3%)	156 (25.6%)	137 (22.5%)	142 (23.3%)	5.27 (1.47)
I feel as though the body positivity movement has positively affected my body image.	51 (8.4%)	50 (8.2%)	78 (12.8%)	130 (21.3%)	126 (20.7%)	67 (11.0%)	85 (14.0%)	4.31 (1.77)
I am more likely to support brands that promote body positivity.	28 (4.6%)	29 (4.8%)	40 (6.6%)	92 (15.1%)	144 (23.6%)	111 (18.2%)	143 (23.5%)	5.04 (1.67)
Sometimes I am willing to pay more for a product because the brand supports the body positivity movement.	88 (14.4%)	76 (12.5%)	83 (13.6%)	105 (17.2%)	118 (19.4%)	53 (8.7%)	64 (10.5%)	3.86 (1.88)

The following table (see Table 12) represents data from the question scale focused on how the body positivity movement has affected the respondents' attitudes and feelings toward themselves. The questions are centered around how the movement has made the respondents feel when it comes to self-love and their body image.

Table 12: I Feel...Body Positivity

Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Please indicate how the body positivity movement has affected you.	1 SD	2	3	4	5	6	7 SA	Mean (SD)
I feel included and represented.	32 (5.3%)	31 (5.1%)	64 (10.5%)	137 (22.5%)	129 (21.2%)	110 (18.1%)	84 (13.8%)	4.93 (2.12)
I feel more attractive.	53 (8.7%)	69 (11.3%)	63 (10.3%)	147 (24.1%)	102 (16.7%)	86 (14.1%)	67 (11.0%)	4.42 (2.20)
I feel inspired.	39 (6.4%)	48 (7.9%)	62 (10.2%)	126 (20.7%)	121 (19.9%)	101 (16.6%)	90 (14.8%)	4.85 (2.25)
I feel as though beauty standards are changing for the better.	30 (4.9%)	28 (4.6%)	51 (8.4%)	90 (14.8%)	116 (19.0%)	120 (19.7%)	152 (25.0%)	5.57 (2.41)
I feel less pressure on my body image.	37 (6.1%)	43 (7.1%)	82 (13.5%)	120 (19.7%)	113 (18.6%)	100 (16.4%)	92 (15.1%)	4.84 (2.26)
I love my body more easily now.	49 (8.0%)	61 (10.0%)	84 (13.8%)	146 (24.0%)	98 (16.1%)	79 (13.0%)	70 (11.5%)	4.43 (2.20)

CHAPTER V

Discussion and Implications

The main differences found in this study show that younger women tend to struggle with body image more than the older participants. The data from the survey responses show that younger women are more heavily impacted by what others post on social media, comparing themselves to others, and ultimately struggle more with the relationships they have with their bodies. The research shows that married women are less impacted by body image struggles in comparison to single women. Additionally, women who are working also struggle less with their body image in comparison to those who are unemployed. Further, the more available time women have and possibly spend on social media, the more likely they are to struggle with their body image. It may be that as women get older, they become more comfortable and accepting of themselves and therefore struggle less with their body image. Knowing this, it can be concluded that increased awareness and management of time spent on social media can be beneficial in reducing poor mental health effects related to body image concerns.

Regarding the impact that social media has on body image struggles, there was less of an impact than was expected. Respondents reflected low editing on the photos they post on social media. Although it was requested that sincere honesty be kept in mind while responding to the survey, it is not guaranteed that each respondent answered entirely truthfully. It is possible that with the increased awareness and knowledge of the problems that come with high social media usage, college students are spending less time on social media. However, some of the responses to the social media implications questions in the survey reflected a negative impact on the user from social media.

Overall, because social media remains extremely popular among college students, it is an appropriate vessel for the body positivity movement to reach college women. Based on the data from the survey, it seems as though there can still be negative implications on body image as a result of using social media, though the number of people expressing negative implications was lower than expected.

The two body positive advertisements that were shown in the survey positively impacted the respondents' body appreciation by providing depictions of models that look *realistic* rather than the typical depiction of a model that has been heavily edited. The increase in acceptance and satisfaction with one's body and flaws after watching the two advertisements was significant. The impact of the body positive advertisements would likely have a lasting influence on women's body image and health if shown more often and over a longer period. Many respondents expressed an interest in seeing more body-positive content especially when it comes to the brands that they love. Additionally, many women indicated that they felt as though beauty standards are changing for the better, something that the body-positivity movement has made a significant effort to change. Overall, most respondents reflected a positive attitude considering the body positivity movement and how it has affected them regarding their body image and state of mind. The data ultimately reveal that younger women face greater struggles regarding their body image while older college women tend to be more self-accepting and satisfied with their bodies.

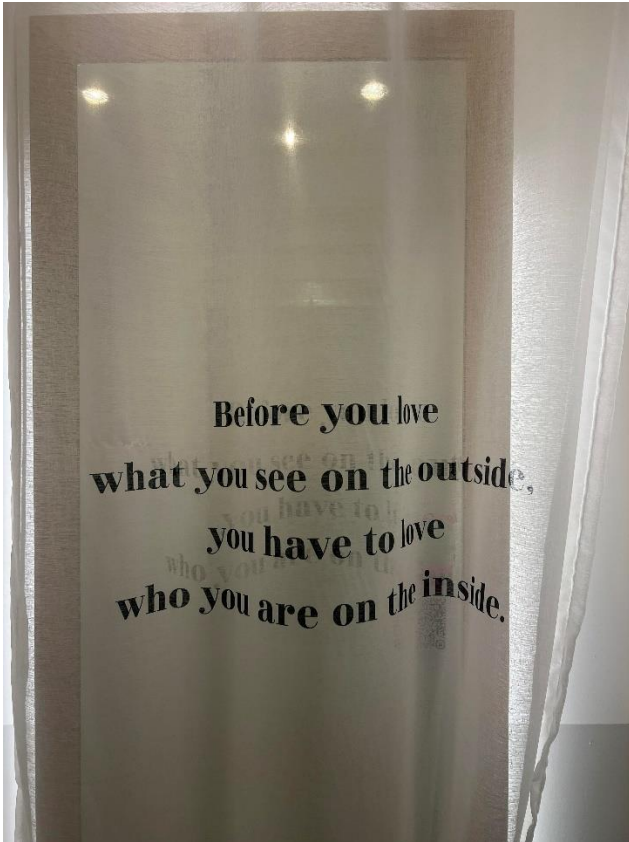
Recommendations

Based on the results of this research, recommendations can be provided to companies regarding what they can do to promote the body positivity movement and ultimately better the health of women. The recommendations are as follows:

- Companies that target young girls should implement marketing tactics that focus on having a positive relationship with your body and loving the authentic version of yourself.
- Serving a public service announcement that discusses limiting time spent on social media would be beneficial in mitigating the harm that is done by spending too much time looking at seemingly “perfect” pictures of people.
- Raise awareness to help people understand that struggling with body image tends to be something that you grow out of. The busier you are and the less time you spend on social media, the better off you will be mentally.
- Generate more conversations around the topic of body image. Have more open discussions with models who have been a part of campaigns that apply heavy editing to educate young women on the reality of body image.
- Incorporate the discussion of social media usage and body image into health classes at middle schools to educate girls when they are younger and at a highly vulnerable age when it comes to struggling with body image.
- Creating more content such as the Dove Reverse Selfie campaign will alert parents of the body image problems that may be affecting their daughters. Making parents aware of the issue may help them address it early on.

Ultimately, it seems as though younger women are at higher risk for struggling with body image. For this reason, it is imperative that companies that target younger girls advertise their products with an increased focus on authenticity and reality. Influencer Victoria Garrick Browne had two Victoria's Secret models or "angels" on her "Real Pod" podcast where they shared a discussion surrounding the models' experiences modeling for the lingerie company. Browne's podcast focuses on having real conversations surrounding mental health and body image. Model Josephine Tookes claims in the interview, "I was 100% sure that there's no way they think looking like this is real." She goes on to say, "You're creating all these illusions, you kind of assume people are in on that. No one looks like this. Like this is all fake" (Browne, 2023). Having models be transparent about what is done to their photos and campaigns allows the public audience of women to know that women do not naturally look like that and are not expected to. With this understanding, the number of self-comparisons and time spent wondering how some women can look so "perfect" can be decreased. The loungewear and activewear brand Aerie incorporates several in-store marketing strategies to promote positive body image among its customers. The image below shows the curtain that lies in front of every mirror in every dressing room at the Aerie storefront location in Murfreesboro, Tennessee. The curtain reads "Before you love what you see on the outside, you have to love who you are on the inside." Implementing designs in dressing rooms such as the one below that promote healthy body image and self-love in storefronts that target younger audiences of girls will help to prevent struggles with body image early on.

Figure 3: Aerie Curtain in Dressing Room



The following display (shown below) was exhibited in the Aerie storefront location in Murfreesboro, Tennessee, in April of 2023. Incorporating more displays such as the one below in stores that target younger audiences of girls will be beneficial in helping them develop positive body image early on. This way, instead of women having to repair their relationship with their bodies later, when issues become more apparent, they can instill positive behaviors at the beginning to prevent any negative implications from occurring at all.

Figure 4: Aerie Store Display



CHAPTER VI

Limitations and Future Research

As with all academic research, there were limitations of this study which provide opportunities for further research to be done. This study was limited due to the fact that all students who participated are females who attend Middle Tennessee State University. To further the findings of this study, a variety of university college female students should be surveyed to increase generalizability. Surveying college females who attend different universities across the U.S. would be helpful in finding whether geographics have any kind of impact on college women's body image.

Additionally, men were not included in the study because women tend to be at higher risk for these issues. However, a study similar to this one but conducted on men, would be beneficial to investigate the differences between the impacts of the body positivity movement on men and women. Not only this, but the study focused specifically on cis women for the purpose of keeping the research specific and focused. It would be interesting to see how men or men who identify as women are affected by body image struggles and if the body positivity movement would pertain to them.

Furthermore, it would be interesting to survey high school girls to see if or how they struggle with body image concerns in comparison to college women who are traditionally a few years older.

Implementing this research as a longitudinal study rather than a cross-sectional study could also be beneficial. Surveying the same individuals at different points in time may change the data results and give further insight into the impacts of content created by the body-positivity movement. In this study, individuals who failed to pass the quality

checks were removed from the data. The quality checks were instilled to ensure the participants were paying attention throughout the entirety of the survey and not selecting random responses. In addition, although a variety of constructs were collected in this study, it is possible that there are other constructs that affect people's struggles with body image. There were no questions asked about the respondents' happiness, social life, and other potentially important questions.

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Appendices

Appendix A

Recruitment Email

Subject: Please take this survey regarding body positivity

Body of the Email:

Dear xxxx,

My name is Emilie Conners and I'm working on my honors thesis. I need your help by completing this short survey. This survey is an extremely important part of my honors thesis.

Study Description and Purpose: This online survey is designed to help examine how the body positivity movement has impacted college women's body image and health.

Duration: Completing the study will take less than 15 minutes.

Risks & Discomforts: The risk to you by participating in this survey is no more than can be expected in daily life or normal use of the internet.

IRB Approval Details:

- Primary Investigator: Emilie Conners
- PI Department & College: Marketing; Jones College of Business
- Faculty Advisor: Lucy Matthews
- Protocol Title: Student Degree Selection Process
- Protocol ID: IRB-FY2023-145

Benefits: There are no direct benefits to you. Nonetheless, the intention of the study is to provide insight regarding how the body positivity movement is impacting women's body image and health.

Contact Information: If you have any questions you can contact Emilie Conners at emc5w@mtmail.mtsu.edu or Lucy Matthews at lucy.matthews@mtsu.edu , ([Marketing Department, College of Business, Middle Tennessee State University](#)). Research at Middle Tennessee State University that involves human participants is carried out under the oversight of an Institutional Review Board.

You will be given a chance to read the entire informed consent to assist you make a final determination.

Please access the survey by clicking the Qualtrics link in the bottom of this email.

Thanks in advance for participating in this survey!

Appendix B

Final Survey Instrument – Body Positivity Movement

Q1 Are you 18 years old or older?

- Yes, I am 18 years old or older
- No, I am under 18 years old

Skip To: End of Survey If Are you 18 years old or older? = No, I am under 18 years old

Q2 Thank you so much for your participation in this short survey! Information and Disclosure Section:

Purpose: This research project is designed to help us better understand the impact of the Body Positivity Movement on women's body image.

Description: This project involves the completion of an online survey. As part of this study, you will be presented with a series of questions. Consider how content and media supporting the body positivity movement has affected you while answering these questions. There are no right or wrong answers to any of the questions. Please answer the questions honestly and thoughtfully; the value of this research depends on you. You must answer every question.

Duration: The whole activity should take less than 15 minutes. Here are your rights as a participant: Your participation in this research is voluntary. You may stop the survey at any time. If you leave an item blank by either not clicking or entering a response, you may be warned that you missed one, just in case it was an accident. Some items may require a response to accurately present the survey.

Risks & Discomforts: The risk to you by participating in this survey is no more than can be expected in daily life or normal use of the internet.

Benefits: Although there will be no direct benefits due to taking part in this study, the intention of the study is to provide insight to the researcher regarding attitudes and behaviors towards cosmetics. **Identifiable Information:** All responses are anonymous. You will NOT be asked to provide identifiable personal information. Your answers will not be tied to you in any way. Internet Protocol addresses will not be collected by the researcher. Responses will be reported only by grouping answers. **Compensation:** There is no compensation by the investigators for participating in this study. **Confidentiality:** All efforts, within reason, will be made to keep your personal information private but total privacy cannot be promised. Your information may be shared with MTSU or the government, such as the Middle Tennessee State University Institutional Review Board, Federal Government Office for Human Research Protections, if you or someone else is in danger or if we are required to do so by law. If you should have any questions about this research study or possibly injury, please feel free to contact Emilie Connors by email

at emc5w@mtmail.mtsu.edu OR Lucy Matthews by email at lucy.matthews@mtsu.edu. You can also contact the MTSU Office of compliance via telephone (615 494 8918) or by email (compliance@mtsu.edu). Thank you for agreeing to participate in this project. We greatly appreciate your help! Please mark the circle below to indicate you give your consent to using the information provided for this research. Research at Middle Tennessee State University that involves human participants is carried out under the oversight of an Institutional Review Board. Questions or problems regarding these activities should be addressed to the Institutional Review Board, Middle Tennessee State University, 2269 Middle TN Blvd, Murfreesboro, TN 37132, Email: irb_information@mtsu.edu, Tel: 615 898 2400 Again, your participation is greatly appreciated, and thank you for taking the time to complete this survey.

- I give my consent to use the information provided for this research
- I wish not to participate in the above survey

Skip To: End of Survey If Thank you so much for your participation in this short survey! Information and Disclosure Section:... = I wish not to participate in the above survey

Q3 We care about the quality of our data. In order for us to get the most accurate measures of your opinions, it is important that you thoughtfully provide your best answers to each question in this survey. Do you commit to thoughtfully provide your best answers to each question in this survey?

- I will provide my best answers
- I will not provide my best answers
- I can't promise either way

Skip To: End of Survey If We care about the quality of our data. In order for us to get the most accurate measures of your... = I will not provide my best answers

Skip To: End of Survey If We care about the quality of our data. In order for us to get the most accurate measures of your... = I can't promise either way

Q4 What gender do you identify with?

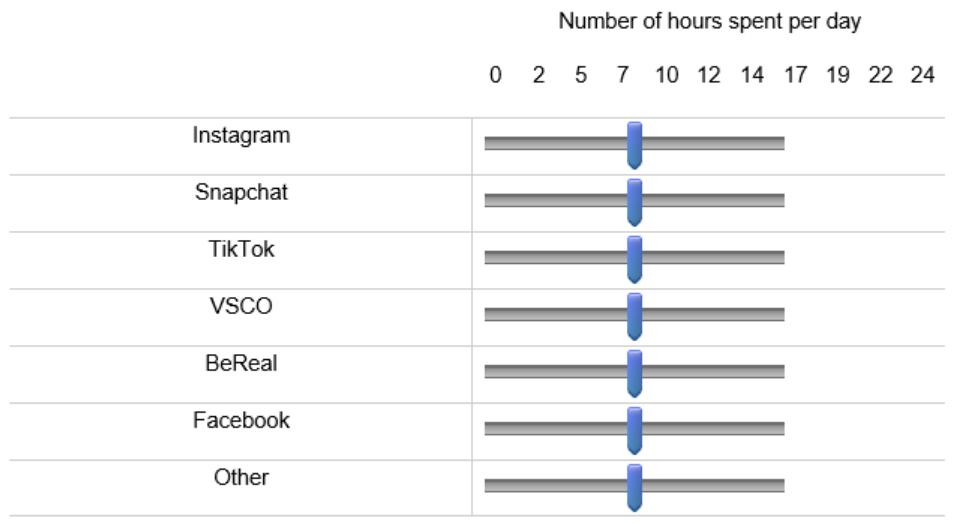
- Male
- Female
- Transgender
- Non-binary/non-conforming
- Prefer Not to Answer

Q5 Please indicate which of the following social media networks you are active on.
(Select all that apply)

- Instagram
- Snapchat
- TikTok
- VSCO
- BeReal
- Facebook

Other (Please specify)

Q6 Please indicate how many hours per day you spend on each of the social media platforms.



Display This Question:

If Please indicate which of the following social media networks you are active on. (Select all that... = Instagram

Q7 Do you have your Instagram likes hidden by using the "Hide like count" feature?

- Yes, for all posts
- Only for some posts
- No, I do not use that feature

Q8 Select the answer choice that best describes how you typically feel about your day-to-day life.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I am enthusiastic in my life	0	0	0	0	0	0	0
I feel energetic about my life	0	0	0	0	0	0	0
I am excited about my life	0	0	0	0	0	0	0
I feel positive about my life	0	0	0	0	0	0	0
I am interested in my life	0	0	0	0	0	0	0

Q9 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I've had little interest or pleasure in doing things	0	0	0	0	0	0	0
I've been feeling down, depressed or hopeless	0	0	0	0	0	0	0
I've had trouble falling asleep, staying asleep, or sleeping too much	0	0	0	0	0	0	0
I've had a poor appetite or have been overeating	0	0	0	0	0	0	0
I've been feeling tired or having little energy	0	0	0	0	0	0	0
I've had trouble concentrating on things	0	0	0	0	0	0	0
I've had thoughts that I would be better off dead or of hurting myself in some way	0	0	0	0	0	0	0

Q10 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I respect my body	0	0	0	0	0	0	0
I feel good about my body	0	0	0	0	0	0	0
On the whole, I am satisfied with my body	0	0	0	0	0	0	0
I take a positive attitude toward my body	0	0	0	0	0	0	0
My self-worth is independent of my body image or shape	0	0	0	0	0	0	0
For the most part, I engage in healthy behaviors to take care of my body	0	0	0	0	0	0	0
I do not allow unrealistic images of women presented in the media to affect my attitudes toward my body	0	0	0	0	0	0	0
Despite it's imperfections, I still like my body	0	0	0	0	0	0	0

Q11 Please explain what healthy body image means to you.

Q12 On average, how many days per week do you wear makeup?

- Never
- Less than once per week
- 1-2 days per week
- 3-4 days per week
- 5-6 days per week
- Daily

Q13 How often do you wear the following cosmetics?

	Never	Only on special occasions (job interviews, holidays, etc.)	Less than once a week	1-2 days per week	3-4 days per week	5-6 days per week	Daily
Face cosmetics (eg. foundation, concealer, face powder, highlighter, bronzer)	0	0	0	0	0	0	0
Eye cosmetics (eg. eyeshadow, eyeliner, mascara, eyebrow pencil/dip)	0	0	0	0	0	0	0
Lip cosmetics (eg. lipstick, lip liner, lip gloss, chapstick)	0	0	0	0	0	0	0
Skin care (e.g. moisturizers, face washes, acne care)	0	0	0	0	0	0	0

Q14 Please indicate how frequently you do each of the following (where 1 = Never and 7 = Always). Before posting my photos on social media, I...

	Never 1	2	3	4	5	6	Always 7
Edit my photos	0	0	0	0	0	0	0
Edit my skin to look smoother	0	0	0	0	0	0	0
Adjust my skin color	0	0	0	0	0	0	0
Modify pictures so that my body looks slimmer/fatter/more muscular than in real life	0	0	0	0	0	0	0
Modify the facial features (eyes, nose, jaw, etc.) to make the photos look better	0	0	0	0	0	0	0
Remove features I don't want on my photos (acne, moles, wrinkles, birthmarks, scars, etc.)	0	0	0	0	0	0	0
Edit my body parts (legs, arms, stomach, etc.) to make the photos look better	0	0	0	0	0	0	0
Change the shape of my body by slimming some areas down and making some areas appear larger	0	0	0	0	0	0	0
Add a filter to the picture	0	0	0	0	0	0	0

Q15 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. As a result of using social media sites...

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
What others post negatively affects my mood	0	0	0	0	0	0	0
I feel pressure to look perfect in all of my pictures	0	0	0	0	0	0	0
I look for affirmation or acceptance from others	0	0	0	0	0	0	0
I feel sad when people ignore my posts	0	0	0	0	0	0	0
I feel fearful or anxious	0	0	0	0	0	0	0
I am teased, attacked, or threatened	0	0	0	0	0	0	0
I feel sad or depressed	0	0	0	0	0	0	0
I feel the urge to hurt myself	0	0	0	0	0	0	0
Please select Strongly Agree for this item	0	0	0	0	0	0	0

Q16 How familiar are you with the body positivity movement?

- Not at all familiar
- Slightly familiar
- Somewhat familiar
- Moderately familiar
- Extremely familiar

Q17 Please watch this video and then indicate whether or not you have already seen this advertisement before. Prior to watching the video, make sure your sound is turned on "<https://www.youtube.com/embed/LjzhQt-cwUU>"

- Yes, I have already seen this advertisement before
- No, this is the first time I've seen this advertisement
- I am not sure if I have seen this advertisement before

Q18 How familiar are you with the Aerie Real Campaign?

- Not at all familiar
- Slightly familiar
- Somewhat familiar
- Moderately familiar
- Extremely familiar

Q19 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Based on the Aerie Real advertisement shown above, I believe...

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
This advertisement attracts attention	0	0	0	0	0	0	0
It is a brand that I like	0	0	0	0	0	0	0
It is an interesting advertisement	0	0	0	0	0	0	0
After seeing the ad, it is likely that I would purchase the brand	0	0	0	0	0	0	0
After seeing the ad, I am convinced to purchase the brand	0	0	0	0	0	0	0
My opinion of this brand is favorable	0	0	0	0	0	0	0
After seeing the ad, I would recommend the brand to friends	0	0	0	0	0	0	0
The claims made in the ad will convince me to buy the brand in the future	0	0	0	0	0	0	0

Q20 Please watch the following Dove Campaign video and indicate if you have already seen it before. Prior to watching the video, make sure your sound is turned on "<https://www.youtube.com/embed/z2T-Rh838GA>"

- Yes, I have seen this video before
- No, this is my first time seeing this video
- I am not sure if I have seen this advertisement before

Q21 How familiar are you with the Dove Reverse Selfie Campaign?

- Not at all familiar
- Slightly familiar
- Somewhat familiar
- Moderately familiar
- Extremely familiar

Q22 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Based on the Dove Reverse Selfie Campaign advertisement shown above, I believe...

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
This advertisement attracts attention	0	0	0	0	0	0	0
It is a brand that I like	0	0	0	0	0	0	0
It is an interesting advertisement	0	0	0	0	0	0	0
After seeing the ad, it is likely that I would purchase the brand	0	0	0	0	0	0	0
After seeing the ad, I am convinced to purchase the brand	0	0	0	0	0	0	0
My opinion of this brand is favorable	0	0	0	0	0	0	0
After seeing the ad, I would recommend the brand to friends	0	0	0	0	0	0	0
The claims made in the ad will convince me to buy the brand in the future	0	0	0	0	0	0	0

Q23 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Advertisements promoting body positivity such as these, make me feel...

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
Beautiful in my own skin	0	0	0	0	0	0	0
Included and understood	0	0	0	0	0	0	0
Very happy	0	0	0	0	0	0	0
Inclined to shop at brands that support body positivity	0	0	0	0	0	0	0
Less bad about my imperfections and flaws	0	0	0	0	0	0	0
Less inclined to change the parts of my body that I don't love	0	0	0	0	0	0	0

Q24 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Please answer the following question

AGAIN, as a result of watching the videos. Please truthfully reflect on your body image as you answer the question.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I respect my body	0	0	0	0	0	0	0
I feel good about my body	0	0	0	0	0	0	0
On the whole, I am satisfied with my body	0	0	0	0	0	0	0
I take a positive attitude toward my body	0	0	0	0	0	0	0
My self-worth is independent of my body image or shape	0	0	0	0	0	0	0
For the most part, I engage in healthy behaviors to take care of my body	0	0	0	0	0	0	0
I do not allow unrealistic images of women presented in the media to affect my attitudes toward my body	0	0	0	0	0	0	0
Despite it's imperfections, I still like my body	0	0	0	0	0	0	0

Q25 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Please truthfully answer the following question AGAIN, as a result of watching the videos. After seeing campaigns that promote body positivity when using social media sites...

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
What others post negatively affects my mood	0	0	0	0	0	0	0
I feel pressure to look perfect in all of my pictures	0	0	0	0	0	0	0
I look for affirmation or acceptance from others	0	0	0	0	0	0	0
I feel sad when people ignore my posts	0	0	0	0	0	0	0
I feel fearful or anxious	0	0	0	0	0	0	0
I am teased, attacked, or threatened	0	0	0	0	0	0	0
I feel sad or depressed	0	0	0	0	0	0	0
I feel the urge to hurt myself	0	0	0	0	0	0	0

Q26 Please indicate how frequently you do each of the following (where 1 = Never and 7 = Always). Please truthfully answer the following question as a result of watching the videos. IN THE FUTURE, before posting my photos on social media, I will...

	Never 1	2	3	4	5	6	Always 7
Edit my photos	0	0	0	0	0	0	0
Edit my skin to look smoother	0	0	0	0	0	0	0
Adjust my skin color	0	0	0	0	0	0	0
Modify pictures so that my body looks slimmer/fatter/more muscular than in real life	0	0	0	0	0	0	0
Please select 3 for this item	0	0	0	0	0	0	0
Modify the facial features (eyes, nose, jaw, etc.) to make the photos look better	0	0	0	0	0	0	0
Remove features I don't want on my photos (acne, moles, wrinkles, birthmarks, scars, etc.)	0	0	0	0	0	0	0
Edit my body parts (legs, arms, stomach, etc.) to make the photos look better	0	0	0	0	0	0	0
Change the shape of my body by slimming some areas down and making some areas appear larger	0	0	0	0	0	0	0
Add a filter to the picture	0	0	0	0	0	0	0

Q27 Do you follow "influencers" on social media who post body positive content?

- Yes
- No
- Unsure

Q28 Please indicate which influencers you follow that post body positive content. _____

Q29 Please indicate the extent to which you find each of the following attributes of influencers important (where 1 = Not Important and 7 = Very Important) with the following statements.

	Not Important 1	2	3	4	5	6	Very Important 7
Comes off as very genuine	0	0	0	0	0	0	0
Is sincere	0	0	0	0	0	0	0
Gives very honest reviews on brands	0	0	0	0	0	0	0
Talks about real-life issues going on in their life	0	0	0	0	0	0	0
Talks about their flaws and is not ashamed for showing them to the public	0	0	0	0	0	0	0
Not only posts about the good in their life but also about hardships	0	0	0	0	0	0	0

Q30 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I wish more social media sites had features to hide like counts	0	0	0	0	0	0	0
I wish Instagram didn't show you follower counts	0	0	0	0	0	0	0
I often think about deleting my Instagram	0	0	0	0	0	0	0
I feel as though hiding follower and like counts make Instagram a safer environment	0	0	0	0	0	0	0

Q31 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I hope to see more advertisements such as the two above videos	0	0	0	0	0	0	0
I hope more brands join the body positivity movement	0	0	0	0	0	0	0
I feel as though the body positivity movement is making a positive impact on women's lives	0	0	0	0	0	0	0
Please select Strongly Disagree for this item	0	0	0	0	0	0	0
I feel as though the body positivity movement has positively affected my body image	0	0	0	0	0	0	0
I am more likely to support brands that promote body positivity	0	0	0	0	0	0	0
Sometimes I am willing to pay more for a product because the brand supports the body positivity movement	0	0	0	0	0	0	0
I believe the products I purchase are a reflection of who I am	0	0	0	0	0	0	0

Q32 Please indicate the extent to which you agree or disagree (where 1 = Strongly Disagree and 7 = Strongly Agree) with the following statements. Please indicate how the body positivity movement has affected you.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I feel included and represented	0	0	0	0	0	0	0
I feel more attractive	0	0	0	0	0	0	0
I feel inspired	0	0	0	0	0	0	0
I feel as though beauty standards are changing for the better	0	0	0	0	0	0	0
I feel less pressure on my body image	0	0	0	0	0	0	0
I love my body more easily now	0	0	0	0	0	0	0

Q33 Indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
When I must choose between the two, I usually dress for fashion, not for comfort	0	0	0	0	0	0	0
An important part of my life is dressing fashionably	0	0	0	0	0	0	0
A person should try to dress in style	0	0	0	0	0	0	0

Q34 What is your year of birth?

▼ 2005 ... 1959 or before

Q35 What is your class standing?

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student

Q36 What is your employment status?

- Part-time
- Full-time
- Military
- Not currently working

Q37 What is your marital status?

- Single, never married
- Single, but in a committed relationship
- Married
- Separated
- Divorced
- Widowed

Q38 Are you Spanish, Hispanic, or Latino (select all that apply)?

1. Spanish
2. Hispanic
3. Latino
4. None of these

Q39 Choose one or more races that you consider yourself to be:

5. White
 6. Black or African American
 7. American Indian or Alaska Native
 8. Asian
 9. Native Hawaiian or Pacific Islander
 10. Other (please specify)
-

Q40 On average, what is your income?

- I have no personal income
- Below \$10,000
- \$10,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- Over \$75,000

Q41 Please leave any additional information that you would like us to know in the space provided below.
