

109 - MEDIA, PHYSICAL ACTIVITY AND SELF-PERCEPTION OF BODY IMAGE OF STUDENTS FROM PRIVATE AND PUBLIC SCHOOLS

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1 INTRODUCTION

Since a long time ago, the body image has been studied in investigations. In the last two decades, researches intensified by themselves, mainly because of the evidences about body image dissatisfaction in early ages and its high influence through socio-cultural aspects. Many studies in Brazil showed a high incidence of body dissatisfaction in children and teenagers (TRICHES; GIUGLIANI, 2007). These studies revealed that the female exhibit greater body dissatisfaction than male. In general, girls are influenced by social and cultural trends that advocate thinness, and this influence can induce her to have inadequate nutrition, eating disorders or even psychological problems (CORSEFUL, 2009).

Body image can be considered as the way that the body seems for each subject and how its determination is created, both to the person itself and in relation to others. It can be influenced by physical, psychological, environmental, cultural, or personal factors such as sex, age, race, beliefs and values (PEREIRA, 2009).

Amaral (2007) in his work shows that gradually children are becoming susceptible to media influence about ideal body shape, that spreads the culture of the beautiful, slim, healthy and other ideal shape of the body, in most of cases, they are unreachable.

Silva (2009) draws attention to the early body image dissatisfaction and to the fact that the dissatisfaction in children and teenagers can be related to critics and derogatory commentaries about their bodies coming from their own parents, friends or partners. Moreover, some investigations in public health showed that the main agents for adolescent's dissatisfaction should be the social influence and media pressure.

Teenager is an individual who is between 10 and 19 years old (AMARAL, 2007). It is when this individual experiences change throughout his development and growth, in which are influenced by the interaction of biological and environmental factors. These changes can lead her to dissatisfaction about her own body, even if it presents normal characteristics for a group, and for its health (GRAUP, 2008). Puberty is considered the critical stage and requires attention about body dissatisfaction, because this is when teenagers can perceive more clearly the influence of parents, friends and media about the body.

The means of communication (mainly TV and magazines) became powerful transporters of socio-cultural ideals. Most of fashion magazine standardizes the ideal feminine beauty when it shows on its pages images of pretty, slim, tall, and stiff, but not muscular women. So, the presence of ideal thinner on media contributes in a large scale to the body dissatisfaction and eating disorders (DAMASCENO, 2006).

According Damasceno, this dissatisfaction seems to be the main orientation or incentive to children and teenagers, and strongly in adults, to initiate a physical activity program or to be responsible for many negative consequences such as eating disorders and muscle dysmorphia. Sometimes this incessant search for better physical appearance or ideal physical shape becomes more important than the self-economical, professional and emotional satisfaction.

We need to recognize that physical activity and a good nutrition are elements of great importance to the normal development during the adolescence, also to reduce the risks of future diseases (VIEIRA, 2002).

The media has an important role in teenagers lives, by spreading the idea of perfect body shape, considering the thinner as a form of competence, success and sexual attraction, while obesity is a synonym of lazy, self-pity, less decision power and low quality of life (PEREIRA, 2009).

The Practice of physical exercise when combined with a satisfactory energy supply allows increasing the use of diet protein and provides proper skeletal development to the individual. Many other positive influences are related to regular physical activity; among them are the increase of lean body mass, the decrease of body fat, improved cardiorespiratory levels, muscular resistance and other important psycho-social effects (VIEIRA, 2002).

Vieira still considers important physical activity to the improving and development of teenagers, because it can maximize the physical potential genetically determined and gives to the individual a better use of its possibilities. The practice of appropriate physical activity must be recognized as an element of great importance to an appropriated growth and development in adolescence.

Based on what was written until now, the objectives of this study were: to know the self-perception of body image from these teenage girls; to identify the (dis)satisfaction about her own body image; to discuss the influence of media around the idealization of body pattern and to verify the physical activity level and its relation with this search for a standard body.

2 METHODOLOGIES

This study is characterized as being a descriptive and exploratory study (ANDRADE, 2010). 45 (forty-five) students of elementary schools participated of this research, divided as follow: 20 (twenty) students came from private schools (PRS) and 25 (twenty-five) came from public schools (PUS); 12 girls were 11 years old and 08 girls were 12 years old (PRS); while in (PUS) 12 girls were 11 years old and 13 girls were 12 years old.

Written tests were used to get the data, which was made using five girls per time with similar characteristics, but from different cities. We got the authorization of the principal of the school and parental consent. The questionnaire was applied in a group of 05 (five) girls inside a private room. Before answering the question they were informed about the objective of the study and they became conscious that it won't evaluate them at school, being necessary only sincerity to answer. The test had happened at school time, and after all the explanation they started to answer, and in case of any doubts, clarifications were made during the process.

Along with the questionnaire fulfilled with mixed questions it was given a scale of body image of Tiggeman & Wilson-Barret (apud TRICHES e GIUGLIANI, 2007) suitable for children, corresponding to the female body, aiming to analyze the prevalence of body dissatisfaction or satisfaction. The scale is composed by 9 profiles ranging since the thinner (Profile 1) until

the obesity (profile 9).

The procedure consists to identify on scale the profile that they consider similar to their real appearance (real body image perception-RBIP), the profile that should be their ideal body appearance (ideal body image perception-IBIP), and the most beautiful body on their opinion. To evaluate the satisfaction of the students it was subtracted the value of the real body appearance from the ideal body appearance; the results may vary from -8 to +8. If the result is equal to zero so, the individual is classified as satisfied with her own body, and if it is different from zero so, it is classified as dissatisfied. A positive difference shall be considered as dissatisfied for overweight and a negative difference makes the individual dissatisfied with thinness.

2.1 RESULTS AND DISCUSSION

The results showed that there are a prevalence of dissatisfaction about the image body in schools, 92% in PUS and 85% in PRS. Making a comparison we could perceive that only three girls from PRS and two girls from PUS showed satisfied with her (self) body image, this was considered a low rate of satisfaction.

This dissatisfaction about body image in teenagers has support in other results from other studies. In a research made in the city of Três de Maio in the State of Rio Grande do Sul researchers discovered that most of teenagers was unsatisfied (around 85% of the studied girls) with her own body, and 71,7% wishes to change her body by reducing the size of some parts while 13,3% wishes to increase some parts of her body (CORSEUIL, 2009).

In our study we perceived the specificity about different levels of dissatisfaction among the schools; while girls from public schools would like to increase her silhouette (dissatisfaction about thinness) others girls from private schools would like to decrease (dissatisfaction about obesity). The girls from private schools reported that they do diet to lose weight while the girls from public schools make diet to gain weight.

This result may find support in a survey made by Fernandes (2007), who reported that white students belonging to higher socioeconomic classes in which study in private school, that fed with better quality (fruits, fibers and vegetables) and their relatives got a higher education wishes to be thinner; different of them, afro students who belongs to a economical class less privileged, who study in public school, who fed an inadequate food and whom their parents had a low education level wished to be fatter.

Maybe this result should be associated to the economic standpoint just like the mentioned study on the previous paragraph, because it's known that students of public school have less economic conditions, so they can't have an adequate diet making them to wish to gain weight while the contrary happens in particular school.

However, surveys about body dissatisfaction demonstrated that there are many reasons that leads the individual to be unsatisfied with her own body such as: internalization of ideal perfect body disseminated by society, environmental influences, including people close to (family and friends), and body mass index. Thus, the influences of closest people and media are the main reasons for the development of this body dissatisfaction (GRAUP, 2008).

Students chose the profiles numbers 5 and 6 from the body scale of Tiggemann & Wilson-Barret for an ideal body (apud TRICHES and GIUGLIANI, 2007) in which it corresponds to the standards of a eutrophic body. However there are some divergences among the groups: 40% of girls from PRS chose the profile 5 as real image (similar to their own appearance) and 45% chose the same for ideal image (who wanted to look). The result becomes clearly when they chose profile 6 as the most beautiful.

The data is similar to Conti's research (2005) about choosing profile 5 as a real image. The authors reported that girls chose the profile 5 as a real valor with more frequency on the moment of the interview; to the ideal value they only chose profiles 1 to 5, preferably profiles 3 and 4 that represents a thinner profile; the average around dissatisfaction was between -1 and 4, showing that the dissatisfaction was related to body presentation.

In all schools, girls said that they do some kind of physical activity, inside or outside the school. Most of them (95% PRS and 84% PUS) reported to practice physical activity that we supposed to be Physical Education classes, and only 16% of the girls from PUS and 5% of the girls from PRS reported that didn't do any physical activity. It was reported some physical activities like soccer, volleyball, ballet, capoeira, and daily jokes (running, jumping rope and cycling), but we couldn't identify where they practice, but based on the material we could perceive that girls from PUS (16%) demonstrated to be less active than PRS girls (5%).

Adami (2008) made an interesting observation on his studies about physical activity and body dissatisfaction when mentioning Burgess's, Grogan and Burwitz's (2006) studies in which they investigated the effectiveness of physical activity as a way to reduce body dissatisfaction in teenagers, showing that in only six weeks of training with aerobic dance they were able to decrease body dissatisfaction and to increase the positive perception of their body among girls ranging from 13 to 14 years old.

This fact may lead us to assert that girls of particular schools can show themselves less unsatisfied with their own bodies. However, we can think that these girls practice more physical activities aiming weight loss. When questioned about the reasons for practicing of physical activity, girls from PUS arguments that they do to become healthier, while PRS girls said that they intend to lose weight.

Vieira (2002) cites Barros (1993) about his research that indicated that adolescents practice exercise for many reasons such as to acquire self-confidence and personal satisfaction, and socialization. Wardley et al. (apud VIEIRA, 2002) reported that teenagers do physical activities at gyms and clubs because they have an interest in the promotion of their healthy, while Priore (apud VIEIRA, 2002) believes that the main reason is just the body image, forcing them to look up for extracurricular activities.

Adami (2008) emphasizes that among women, it seems to be a trend about an ideal of thinness, since the childhood, and it accompanies them until their adult life. He reports that the feminine ideal body image is focused to the weight loss, and this pattern is strongly conveyed in the media.

Thus, when relating a model or artist who has a pretty body, 40% of the girls from PRS chose Gisele Bündchen (a model), and among PUS girls there was a tie among Gisele Bündchen (model), Thais Araújo and Aline Moraes (actresses) with 12% each. The tall and slim patterns emphasized by media prevailed as perfect body. We got this conclusion because when we questioned about where did the girls more frequently see those artists we obtained TV as the most common answer (85% for PRS and 92% for PUS), after TV we got magazine as answer and in the end, Internet. Maybe the reason for Internet to stay in the last place should be a socio economical factor, because based on the reports we can perceive that the main means of communication for PUS girls are TV and magazine.

Based on TV influence to choose the thinner body as the prettier one; Silva (2009) mentions a study made by Conti et al (2009) by asking for 121 teenager students about the way that teenagers take care of their bodies. They reported that TV is the most influential mean of communication and it transmits the thinness as a objective to be reached for both, boys and girls.

3 CONCLUSIONS

We can conclude that teenagers present a high level of body dissatisfaction, and the PUS girls are more dissatisfied about thinness (they want to increase her silhouette) and the PRS girls wishes to decrease her silhouette.

The pattern of ideal body (to be achieved) chosen by her was the profile number six, i.e. the body socially idealized by media.

Girls of Public Schools do more physical activity than girls of Private Schools. The first one do exercises to become healthier and "smarter" while the PRS girls only wishes weight loss; maybe this is the reason for them doing exercises. About the idealization of an ideal body, it could be noticed the participation of TV, magazines and internet over her decision about what is prettier to her.

It is necessary more studies to better understand the relationship between PUS and PRS girls, and if the economical factor possibly could be directly linked to the subject. However, this data are enough to alert parents, educators and health professionals over the high prevalence about the body dissatisfaction among these teenagers and the needs of strategies that aims to satisfying people with their own bodies.

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MEDIA, PHYSICAL ACTIVITY AND SELF-PERCEPTION OF BODY IMAGE OF STUDENTS FROM PRIVATE AND PUBLIC SCHOOLS.

ABSTRACT

This paper aimed to know the self-perception of body image, your relationship with the media and the practice of physical activities by teenagers from private (PRS) and public School (PUS) in Timon, a city in the State of Maranhão-Brazil. 45 students of elementary schools, aged between 11 and 12 participated of this study. 20 Students came from PRS and 25 students came from PUS. The data were collected through two instruments of analysis: a body image scale (Tiggemann & Wilson-Barret), composed by 9 profiles ranging since the thinner (Profile 1) until the obesity (profile 9), and written questions about body, beauty, source of information, and the practice of physical activities. The results showed a high dissatisfaction in public and private schools, more specifically 92% in PUS, and 85% in PRS. The first group was dissatisfied about their thinness and the second one wishes weight loss. The ideal body shape chosen was the profile 5 for both groups; in the other words she wants a slim body just like the bodies of Models and Actress published mainly on TV, on magazines and on Internet because to her they are synonyms of a perfect body. Girls from PUS practice less physical activities than PRS girls, considering that the first group focus on a healthy body and the second group is seeking the weight loss. We conclude that among teenage girls there is dissatisfaction about their own body image and media has a great influence in the opinion formation of them about the ideal shape of body, making them to do physical activities aiming at weight loss and healthy body.

KEYWORDS: Body image. Physical Activity. Media.

MEDIA, ACTIVITÉ PHYSIQUE ET LA PERCEPTION DE L'IMAGE CORPORELLE DES ÉLÈVES DE L'ÉCOLE PUBLIQUE ET PRIVÉE

RÉSUMÉ

Cette approche vise à identifier la perception de l'image corporelle, ses relations avec les médias et l'activité physique des adolescents dans les écoles publiques (EPU) et privés (EPA) dans la ville de Timon-MA. L'échantillon se composait de 45 élèves de 6e et 7e année de l'école primaire, âgés entre 11 et 12 ans, 20 étudiants EPA et 25 EPU. Les données ont été recueillies au moyen de deux instruments d'analyse: Scale d'Image corporelle (Tiggemann & Wilson-Barret), avec 9 silhouettes allant de la maigreur (silhouette 1) une obésité sévère (figure 9) et questionnaire avec des questions ouvertes et fermées sur corps, beauté, source d'information et l'activité physique. Les résultats ont montré l'insatisfaction haute dans deux écoles secondaires, dans l'EPU (92%) de et l'EPA (85%), avec le premier groupe les plus insatisfaits avec de la minceur et la seconde groupe voulez perdre du poids. La forme du corps idéal qu'ils aimeraient coïncidé avec la silhouettes cinq, dans les deux groupes, c'est à dire, ils veulent un corps maigre. Les modèles et les actrices sont référence de beau corps, publiés principalement dans les magazines et à la télévision et dans une moindre mesure sur internet. Les filles EPU pratique d'activité physique de moins que l'EPA, et le premier objectif de cette pratique du groupe est la santé et le deuxième groupe est à la perte de poids. Il est conclu que l'insatisfaction corporelle des adolescents est assez élevé et que les médias ont une influence dans la vue des adolescents comme l'attente d'un corps idéal, qui pratique l'activité physique en vue de la poids perte et santé.

MOTS-CLÉS: Image du corps. L'activité physique. Media

MEDIOS DE COMUNICACIÓN, LA ACTIVIDAD FÍSICA Y PERCEPCION DE LA IMAGEN DEL CUERPO DE ESTUDIANTES DE LA ESCUELA PÚBLICA Y PRIVADA

RESUMEN

Eso estudio objetivo identificar la percepción de la imagen corporal, su relación con los medios de comunicación y la actividad física de los adolescentes en las escuelas públicas (EPU) y privado (EPA) en la ciudad de Timon-MA. La muestra estudio 45 estudiantes de sexto y séptimo año de la escuela primaria, de edades comprendidas entre 11 y 12 años, 25 estudiantes de EPU y 20 de la EPA. Los datos fueron recogidos a través de instrumentos de análisis: la Escala de Imagen Corporal (Tiggemann y Wilson Barret), con 9 siluetas va de la delgadez (silueta 1) obesidad severa (figura 9) y el cuestionario con preguntas cerradas y abiertas sobre cuerpo, belleza, una fuente de información y la actividad física. Los resultados mostraron insatisfechos a las escuelas secundarias tanto en el EPU (95%) de la EPA (85%), con el primer grupo menos satisfecho con la delgadez y el segundo quiere bajar de peso. La forma del cuerpo ideal que les gustaría destacar coinciden en ambos grupos con la silueta 5, es decir, quieren un cuerpo delgado. Modelos y actrices son las personas de referencia, su cuerpos son publicados principalmente en revistas y en televisión y en menor grado en Internet. El EPU niñas práctica menos actividad física que la EPA, y el primer objetivo con esta práctica de salud de grupo y el segundo grupo está tratando de perder peso. Se concluye que la insatisfacción corporal en estudiantes adolescentes es muy alta y que los medios de comunicación tiene una influencia en la opinión de los adolescentes como la expectativa de un cuerpo ideal, buscando en la actividad física la pérdida del peso y salud.

PALABRAS CLAVE: Imagen corporal. La actividad física. Medios de comunicación.

MÍDIA, ATIVIDADE FÍSICA E PERCEPÇÃO DA AUTO-IMAGEM CORPORAL DE ALUNAS DE ESCOLA PÚBLICA E PARTICULAR

RESUMO

O presente objetivou conhecer a percepção da auto-imagem corporal, sua relação com a mídia e a prática de atividade física de adolescentes de escolas publica (EPU) e particular (EPA) do município de Timon-MA. A amostra foi composta por 45 alunas do 6º e 7º ano do ensino fundamental, com idade entre 11 e 12 anos, sendo 20 estudantes de EPA e 25 de EPU. Os dados foram coletados por meio de dois instrumentos de análise: Escala de imagem corporal (Tiggemann & Wilson-Barret), com 9 silhuetas indo da magreza (silhueta 1) a obesidade severa (silhueta 9), e Questionário com questões abertas e fechadas sobre corpo, beleza, fonte de informações e prática de atividade física. Os resultados mostraram insatisfação elevada nas duas escolas, sendo 92% na EPU e 85% na EPA, estando o primeiro grupo mais insatisfeito com a magreza e o segundo quer perder peso. O perfil corporal ideal que gostariam de ter coincidiu a silhueta 5 nos dois grupos, ou seja, elas querem um corpo magro. Modelos e atrizes são referência de corpo belo, divulgados principalmente na TV e nas revistas e em menor grau na internet. As meninas da EPU praticam menos atividade física que as da EPA, sendo que o primeiro grupo objetiva com esta prática a saúde e o segundo grupo busca emagrecimento. Conclui-se que a insatisfação corporal de escolares adolescentes é bastante alta e que a mídia tem influência na opinião dessas adolescentes quanto a expectativa de um corpo ideal, as quais praticam atividade física com vistas a saúde e perda de peso.

PALAVRAS-CHAVE: Imagem corporal. Atividade Física. Mídia.