141 - EVALUATION OF AESTHETIC SATISFACTION AND IMPORTANCE OF BODY IMAGE AMONG FEMALE UNIVERSITY STUDENTS

CARLA MARIA BARROSO GOUVEIA
LUCIANA FIALHO ROCHA
LARISSA UCHOA VIANA
RICARDO CATUNDA
UNIVERSIDADE ESTADUAL DO CEARÁ - FORTALEZA - CEARÁ - BRASIL
carla.gouvveia@gmail.com

INTRODUCTION

The largest contribution and the most accepted definition in the area of body image were given by the German Paul Schilder, who developed his experience in both neurology and psychiatry, and psychology. In his definition of body image, he says that "body image is not only a cognitive construction, but also a reflection of the wishes, attitudes and emotional interaction with others." But one of the most important considerations was to introduce the idea that body image has not only pathological factors: the daily events also contribute to its construction.

In 1935, Schilder published the book The Image and Appearance of the Human Body: Studies in the Constructive Energies of the Psyche, which would become a reference for studies on body image. Schilder presented a new perspective to research on body image, with a proposal for a multiplicity of angles to the understanding of the relationship between subject and body. Initially described the concept of body image as a psychological phenomenon, defining it as the figuration of the body formed in our mind, the way the body is presented to us.

Body image involves many emotional, social, cultural, genetic and physical factors that determine how individuals are positioned in the world and how they perceive it. These factors are responsible for getting people to submit their extreme concern with body image play, causing them to take care of their bodies too, in pursuit of personal fulfillment.

The preoccupation with body image is a growing phenomenon in society, which imposes standards of beauty to be followed. With all this pressure by social and cultural aesthetic desire, the number of people who suffer from body image is increasing (Franco & Novak, 2005).

Body image is the figuration of the body formed and structured in the mind of the same individual, i.e. the way the body is presented to itself. The set of kinesthetic sensations built by the senses (hearing, sight, touch, taste), from experiences by the individual, where this creates a benchmark of your body, to your body and to the other on the object drawn. (Mataruna, 2004).

Represented by many faces, that is dependent on cognitive issues, desires, feelings, relationships, interactions and socialization, body image also includes psychosocial and physiological processes, which work reciprocally. Thus, we are a result of the interplay of factors; we are the results of our actions.

Interestingly, as the concern to increase the species population declines, the society is adopting the ideal shape and weight that may be incompatible with human biology. It is easy to identify the pursuit of an aesthetic ideal as the sexual freedom increases, as well as the access to information via the Internet, for example. There are very familiar issues such as diet programs, nutritional education, diet pills, anabolic steroids, gymnastics programs, passive gymnastics, plastic surgery, and so on. TV children's programs require an adult model, sexy dress for children. Body image is very important in the formation of sexual identity of the individual. People with negative body image cannot believe they have the qualities necessary to be particularly male or female. Who does not accept his/her appearance may assume that others will not enjoy it. This can cause anxiety and interpersonal inadequacy in some social interactions (Castilho, 2001).

We seek to understand the real meaning and the degree of importance of aesthetics in human relations. This study assessed the level of satisfaction and dissatisfaction with body image in female university students in Fortaleza, Ceará. Thus, we consider the following questions: (1) Body image is a determinant factor for personal satisfaction, job performance and love life? (2) Aesthetics are essential in women's lives? (3) What women do to achieve their ideal body image?

LEVY OF A STANDARD FOR THE FEMALE BODY AESTHETIC

Most research on diseases related to body image in childhood and adolescence focuses on women and the absolute desire to be thinner. Children overweight girls have significantly worse body image and lower cognitive ability than children without overweight.

With regard to body image of adolescents Chipkevitch (1987) refers to the confrontation with the body conceived by the mind and the more that perception of the body away from the real, the greater the possibility of conflict, undermining their self-esteem. The teenagers, even when they are in appropriate weight (or underweight); they feel fat, which characterizes the distortion of body image (Fleitlich et al., 2000).

Associated with eating disorders (like bulimia and anorexia) were only identified in 1873 in England. From that moment until today we live in an overvaluation of slim body. Attributed to the thinness success, being competent; be within a standard requirement to be beautiful and attractive. Confirming how culture influences the youth in education, Morgan et al. (2002) concluded in their studies to meet these values, restrictive diets and plastic surgery convey the illusion that the body is infinitely malleable. However, since the proposed ideal of beauty is a biological impossibility [and even psychological] for most women, body dissatisfaction has become increasingly common (Morgan et al., 2002).

The preoccupation with physical appearance is in focus due to several factors, such as assigned aesthetic standards, facilities in plastic surgery and drugs that promise instant miracles. Every day more women spend much time and money worrying about investing your body to search for a pre-established sculptural model.

Studies find that despite all investment in appearance, many women are dissatisfied with the body they have. This increases the number of girls with eating disorders that can lead to death. Much of this quest for "perfect body" comes from the media, which presents a stereotype of body lean as synonymous with health and beauty and miracle diets, however, dangerous, which can cause fatal injuries.

In the world we live in today, where individualism and the constant search for success occupy places of priority on the human scale, the body has became the largest object of consumption. The dissatisfaction of women compared with their aesthetic make them insecure in various aspects of life, whether in personal relationships or professional life, and present disturbances related to the image.

METHOD

The data used in this article were collected in 2010. The research done by the authors was applied nature, with quantitative approach. Participated in the survey with 210 college women aged 18 to 30 years who were enrolled and regularly attending the graduation. From the application of a questionnaire containing seven objective questions to assess self-image perception, assessment of body image perception of the silhouette scale proposed by Stunkard et al, Sorenson Schlusinger and BMI (Body Mass Index, table WHO - World Health Organization - equation weight in kilograms divided by height in meters squared) for the classification of nutritional status. Data collection was done from a questionnaire and decision of the IMC/BMI. The presentation of the data was done through graphs.

RESULTS AND DISCUSSION

Now, we present and discuss the results obtained in the end of the investigation. As for self- image, how do they see themselves and how they would like to be. For this, we apply the silhouette scale proposed by Stunkard et al, Sorenson Schlusinger, which follows below.

Figure 1. Set of profiles proposed by Stunkard for the evaluation of body image

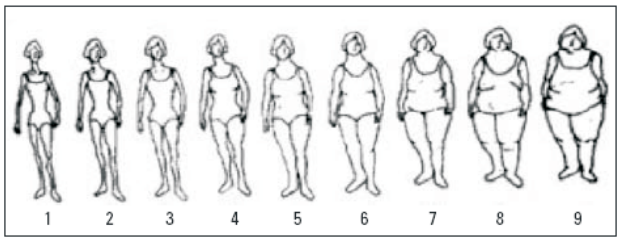


Figura 2 . Referente como a s universitárias se vêem na escala de silhueta proposta por Stunkard.

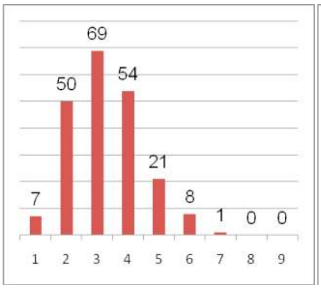
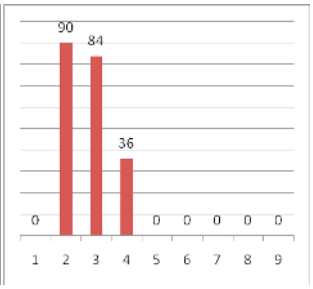


Figura 3 . Referente como a s universitárias desejam ser na escala de silhueta proposta por Stunkard.



There is a variation in terms of how they see themselves. However, what we can see is a strong tendency for women to look leaner figures 2, 3 and 4 as ideal. We realized that between these university students there is dissatisfaction with body image. As for BMI, the 210 university students were: below weight 17 (8%) girls; normal 163 (78%), and overweight 30 (14%).

Inquired about whether they would change something in their body and what would change, 179 (85%) answered that yes, they would change something in the body. And only 31 (15%) answered NO

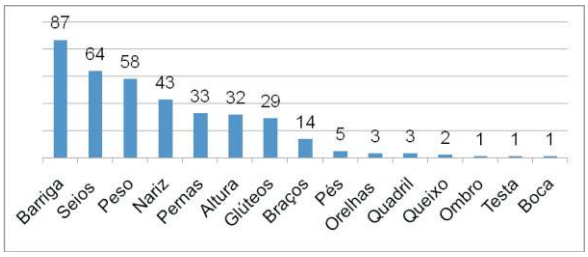


Figure 4. Regard to the body parts that the university students would change. (On this question the respondents could select more than one option).

In the opinion of the university students, on which place of importance body image occupies in life, 32 (15%) believe it is of fundamental importance, 171 (82%) that is important, and 7 (3%) that does not matter.

On aesthetics is a determining factor for certain actions (this issue the respondents could select more than one option), 188 (55%) personal satisfaction, 74 (22%) getting a good job, 72 (21%) loving life, 5 (1%) is not a determining factor; 4 (1%) and other: health, social life.

As for what they do to keep body image (this question the respondents could select more than one option): 106 university students responded that they do physical activity, 37 responded that go on diets, 28 responded that they feed restriction (sweet, carbohydrate, frying, coolant, grease), and 78 answered that do nothing.

It is remarkable how many people are dissatisfied with their bodies. But this dissatisfaction is actually substantiated? Every human being is different in essence and way of being. We cannot create an aesthetically defined and unique standard to be followed as a reference for all people. That would be inhumane and inconsistent.

Before we were a perfect sculpture we have to know ourselves. We need to be aware of the movements, of what the body needs, what really matters and what can be discarded or disclosed to any lower level. The self appearance conception

comes from experiences of the individual, where it is established a reference of body to both himself and others.

The human being is exposed to all information released in the media, but should follow them carefully, not to bring harm to health. Every day increases the number of young people with psychological and eating disorders related to the body image not accepted. Does body image should be defined solely as a standard aesthetic factor to be followed at any cost? Does it really worth making sacrifices to reach the perfect body? There is even a perfect body?

Everything is a matter of time, fashion and novelty. Body image defines who we are, how we see ourselves, how we think others see us and how we see the world. The sense of body image is far beyond pre-defined aesthetic standards.

REFERENCES

BARROS, D. D. Imagem corporal: a descoberta de si mesmo. Hist. cienc. saude-Manguinhos, Ago 2005, vol.12, no.2, p.547-554.

CASTILHO, S.M. A imagem corporal. 1.ed. Santo André, SP: ESETec Editores Associados, 2001.

CHIPKEVITCH, E. O adolescente e o corpo. Pediatria moderna, 22: 231-23,1987.

DAMASCENO, V. O.; VIANNA, V. R. A.; VIANNA, J. M.; LACIO, M.; LIMA, J. R. P.; NOVAES, J. S. - Imagem corporal e corpo ideal. R. bras. Ci e Mov. 2006; 14(1): 87-96.

FERNANDES, A.E.R. Avaliação da imagem corporal, hábitos de vida e alimentares em crianças e adolescentes de escolas públicas e particulares de Belo Horizonte [manuscrito]. Dissertação (mestrado) – Universidade Federal de Minas Gerais, Faculdade de Medicina, 2007.

FLEITLICH, B.W.; LARINO, M.A.; COBELO, A.; CORDÁS, T.A. Anorexia nervosa na adolescência. Jornal Pediatria 76: S323-S329, 2000.

FRANCO, V. H. P.; & NOVAES, J. S. Estética e imagem corporal na sociedade atual. Cadernos Camilliani, Cachoeiro de Itapemirim, v. 6, n. 2, 111-118, 2005.

MATARUNA, Leandro. Imagem Corporal: noções e definições. Revista Digital, Buenos Aires, v. 10, n. 71, p.1-1, abr. 2004. <http://www.efdeportes.com/efd71/imagem.htm> Acesso em: 12/10/2010

MORGAN, C., VECCHIATTI, I. & NEGRÃO, A. (2002). Etiologia dos transtornos alimentares: Aspectos biológicos, psicológicos e socioculturais. Revista Brasileira de Psiquiatria, 24, 18-23, 2002.

SCHILDER, P. A imagem do corpo: as energias construtivas da psique. 3.ed. São Paulo, SP. Martins Fontes, 1999.

STUNKARD AJ, SORENSON T, SCHLUSINGER F. Use of the Danish Adoption Register for the study of obesity and thinness. In: Kety SS, Rowland LP, Sidman RL, Matthysse SW, editors. The genetics of neurological and psychiatric disorders. New York: Raven, 1983;115-20.

RUA: EMÍLIO DE MENEZES 2934
BOM SUCESSO
FORTALEZA- CEARÁ - BRASIL
Carla.gouvveia@gmail.com

EVALUATION OF AESTHETIC SATISFACTION AND IMPORTANCE OF BODY IMAGE AMONG FEMALE UNIVERSITY STUDENTS

ABSTRACT

The pressure imposed by society to reach the ideal body, in relation to the aesthetic standards of female makes many women start to devise a great body, which in most cases is not compatible with their biological individuality. These efforts to achieve the perfect body have been a more female than male tradition. This article aims to identify the level of satisfaction with body image and its importance among female university students and what they do to keep the aesthetics. To that end, we evaluated 210 female college students, aged between 18 and 30 years in different university courses. To collect data, we calculated the Body Mass Index (BMI), and a self-filling questionnaire, which examined the satisfaction and the attitudes held by the same measures as maintenance of aesthetics. To assess self-perception of body image, we used the set of profiles proposed by Stunkard. It has been found some women's dissatisfaction with their bodies. Most of them search leaner bodies. As to change a part of their bodies: 85% said yes and 15% answered no. About the degree of importance of aesthetics in life: 15% believe it is of fundamental importance, it is important to 82% and 3% that does not matter. As for body image be a determining factor: 55% believe it's for personal satisfaction, 22% to get a good job, 21% for lovemaking, 1% said it is not the determining factor and 1% said other. As for what they do to keep the body image: 106 female university students responded that they do physical activity, 37 go on a diet, 28 do dietary restriction and 78 do nothing.

KEYWORDS: Body Image; Patterns; Beauticians; Personal Satisfaction.

EVALUATION DE LA SATISFACTION ESTHETIQUE ET L'IMPORTANCE DE L'IMAGE CORPORELLE ENTRE UNIVERSITAIRES

RÉSUMÉ

La pression imposée par la société pour atteindre le corps idéal aux normes esthétiques de femelles fait beaucoup de femmes commence à concevoir un grand corps, qui, dans la plupart des cas, n'est pas compatible avec leur individualité biologique. Ces efforts pour atteindre le corps parfait ont été une femme plus que les mâle de la tradition. Cet article vise à déterminer le niveau de satisfaction avec l'image du corps et de son importance parmi les étudiants de l'Université et de ce qu'ils font pour garder l'esthétique. À cette fin, nous avons évalué à 210 étudiants femelles, entre 18 et 30 ans en cours universitaires différentes. Pour recueillir des données, nous avons calculé l'indice de masse corporelle (IMC) et le questionnaire self-filling, qui a examiné la satisfaction et les attitudes qui s'est tenues par les mêmes mesures comme l'entretien de l'esthétique. Pour évaluer la perception de l'image corporelle, nous avons utilisé l'ensemble de profils proposé par Stunkard. Il a été constaté insatisfaction certaines femmes de leur corps. La plupart d'entre eux de recherche des organismes plus maigres. Pour modifier la partie de leur corps : 85 % dit oui et 15 % répondent non. Sur le degré d'importance de l'esthétique dans la vie : 15 % pense qu'il est d'une importance fondamentale, il est important de 82 % et 3 %, ce qui importe peu. Quant à l'image du corps, être le facteur déterminant : 55 % pense qu'il est de la satisfaction personnelle, 22 % pour obtenir un bon emploi, 21 % pour la copulation, 1 % dit il n'est pas le facteur déterminant et 1 % ont déclaré que les autres. En ce qui concerne ce qu'ils font pour garder l'image du corps : 106 étudiants femelles ont répondu qu'ils font de l'activité physique, 37 aller sur un régime alimentaire, 28 de restriction alimentaire et 78 de rien.

MOTS CLÉS : image du corps, des produits, esthéticiennes, satisfaction personnelle

EVALUACIÓN DE LA SATISFACCIÓN ESTÉTICA Y LA IMPORTANCIA DE LA IMAGEM DEL CUERPO ENTRE LA UNIVERSIDAD

RESUMEN

Las presiones impuestas por la sociedad para alcanzar el cuerpo ideal en relación con las normas de la estéticas de la mujer hace muchas mujeres comienzan a elaborar un gran cuerpo, que en la mayoría de los casos no es compatible con su individualidad biológico. Estos esfuerzos para lograr el cuerpo perfecto han tenido una mujer más que tradición masculina. Este artículo pretende identificar el nivel de satisfacción con la imagen corporal y su importancia entre los estudiantes de la Universidad femenina y qué hacer para mantener la estética. Con ese fin, evaluamos 210 mujeres estudiantes, de entre 18 y 30 años en cursos universitarios diferentes. Para recopilar datos, se calculó el índice de masa corporal (IMC) y el cuestionario torpe, que examinó la satisfacción y las actitudes que se celebró por las mismas medidas como el mantenimiento de la estética. Para evaluar la autopercepción de imagen corporal, utilizamos el conjunto de perfiles propuesto por Stunkard. Se ha encontrado descontento algunos femenino con sus cuerpos. La mayoría de ellos busca organismos reducidas. Como para cambiar la parte de sus cuerpos: 85% dicho sí y 15% respondieron no. Sobre el grado de importancia de la estética en la vida: 15% creen que es de importancia fundamental, es importante que el 82% y el 3% que no importa. En cuanto a la imagen corporal ser el factor determinante: 55% creen que es de satisfacción personal, 22% para obtener un buen trabajo, 21% para rufián, 1% dijo no es el factor determinante y 1% dijo otro. En cuanto a lo que hacen para mantener la imagen de cuerpo: 106 de los estudiantes universitarias respondieron que hacen actividad física, 37 ir a una dieta, de 28 de restricción dietética y 78 de la nada.

PALABRAS CLAVE: Consejo de Imagen; Patrones; Esteticistas; Satisfacción Personal.

AVALIAÇÃO DA SATISFAÇÃO ESTÉTICA E IMPORTÂNCIA DA IMAGEM CORPORAL ENTRE UNIVERSITÁRIAS

RESUMO

A pressão imposta pela sociedade para se chegar ao corpo ideal, em relação aos padrões de estética femininos, faz com que muitas mulheres passem a idealizar um corpo escultural, que na maioria das vezes não é compatível com a sua individualidade biológica. Esses esforços para alcançar o corpo perfeito têm sido uma tradição mais feminina do que masculina. O presente artigo teve como objetivo identificar o nível de satisfação com a imagem corporal e a sua importância entre universitárias, e o que elas fazem para manter a estética. Para isto foram avaliadas 210 estudantes universitárias, com idade entre 18 e 30 anos, de diferentes cursos do ensino superior. Para a coleta de dados, foi calculado o Índice de Massa Corporal (IMC), e de um questionário de auto-preenchimento, que também avaliou a satisfação e as atitudes realizadas pelas mesmas como medidas de manutenção da estética. Para a avaliação da auto-percepção da imagem corporal, foi utilizado o conjunto de silhuetas proposto por Stunkard. Foi constatada a insatisfação de algumas mulheres com o próprio corpo. A maioria busca corpos mais magros. Quanto a mudarem alguma parte do corpo: 85% responderam sim, e 15% responderam não. Quanto ao grau de importância da estética na vida: 15% acreditam que é de fundamental importância, 82% que é importante e 3% que não tem importância. Quanto a imagem corporal ser fator determinante: 55% acredita que é para a satisfação pessoal, 22% para conseguir um bom emprego, 21% para a vida amorosa, 1% disse que não é fator determinante e 1% respondeu outros. Quanto ao que elas fazem para manter a imagem corporal: 106 universitárias responderam que fazem atividade física, 37 dieta, 28 restrição alimentar e 78 responderam fazer nada.

PALAVRAS-CHAVE: Imagem Corporal, Padrões de estética, Satisfação pessoal