



Ideal Body Image and Women's Psychology: A Systematic Review

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Abstract

The promotion of an ideal body image of women on media has increased the demand among females to achieve the perfect figure. The desire to achieve the perfect figure makes women go through several problems, physical and psychological. Physically, women seeking ideal body image experience an eating disorder. Mentally, they have low self-esteem, depression, and low self-confidence. In contrast, the literature identifies that women having no such desire are safe from such mental and physical problems. This study presents a systematic literature review to address this issue. Findings suggest that mass media and social networking sites are major proponents of ideal body image. Similarly, the existing literature affirms that women encountering such images feel uncomfortable about their bodies and suffer from depression. Further, women having no such strong ideal body images do not go through such mental discomfort. Future research should address how to overcome the ill-effects of the ideal body image. Moreover, different types of psychotherapies can also help women to overcome the mental stress of attaining the perfect figure.

Keywords: *Ideal Body Image, Women's Psychology, Perfect Figure, Thin-Ideal, Internalization, Disordered Eating, Body Dissatisfaction, Systematic Review.*

Introduction

Selensky & Carels, (2021) investigate the stimulus of publicity of advertising campaigns supporting body acceptance. This study compares the advertisement which promotes weight acceptance with advertisements that propagate the ideal body image. Around 475 women participated in this study. Participants were asked to fill in questions related to body image one week prior and after seeing anyone video clip made by Dove, Aerie, Victoria's Secret.

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Outcomes of the study reveal the optimistic response of the body acceptance ad campaign by Aerie and Dove. Although the overall view on the ideal body image has remained unaffected women exposed to Aerie or Dove ad campaigns stated better self-respect and clear influence. Females reported the advertisement to have clear, inspiring, and powerful messages. The ad campaigns reportedly had a very good impact on females self –respect and temperament and can lessen the impact of weight bias lessening.

The study (Li & Xiao, 2021) investigates the impact of environmental pressure on people to maintain a good physical countenance. The study explores the relationship between idealization and insights of Chinese women undergoing cosmetic surgery. According to the researcher, more internalization with one's body image increases the chances to explore cosmetic surgery also increase. Results of the study show that the thin idealization atmosphere has prompted women to achieve the perfect body figure and undergo cosmetic surgery to achieve their goals.

The systematic review (McComb & Mills, 2020) explores the efficiency of media waiver in safeguarding women's body appearance and feeling after disclosure to thin-ideal media. A total of fifteen experiments were included in the study after a thorough search of PsycINFO, MEDLINE, and PubMed databases. Results reveal that the disclaimer's impact did not mitigate the women's dissatisfaction after exposure to thin-ideal advertisements. In the case of women who were more conscious about their body image, these disclaimers aggravated their displeasure after seeing the advertisements. In conclusion, we can say that the disclaimers were ineffective in lessening the adverse influence of ideal body images.

A study by Nayir et al. (2016) shows that body image (ideal) has an impact on personality and lifespan, and it can be adversely motivated by social models (Campbell & Hausenblas, 2009). Western cultures set the benchmark of excessive thinness for females (Lawler & Nixon, 2011), but this standard is very impracticable as only 2% of women in the United States meet this modeling-stimulated weight standard (Strahan, Wilson, Cressman, & Buote, 2006). The social pressure to meet this weight criterion can hurt self-worth and figure appearance (Polivy & Herman, 2002) and can lead to moods of self-renunciation (Blodorn, Major, Hunger, & Miller, 2016; Ravary, Baldwin, & Bartz, 2019), vulnerability, and nervousness (Halliwell & Dittmar, 2004). These body images promoted by mass media can lead to the incorporation of such models, thus leading to eating disorders and complaints (Piran, 2015). Only a few people are affected by clinical eating disorders non- clinical connected indications such as figure appearance displeasure are prevalent with 50% of women and young girls being afflicted by it (Ferguson, Muñoz, Garza, & Galindo, 2014). This body image dissatisfaction is prevalent in many males too due to an urge to look more muscular (Murray et al., 2016).

The media has created an obsession with body contour (Ravary et al., 2019). The concept and growth of ideal body image have been identified and escalated through social media (Fardouly & Vartanian, 2016), and more usage of social media lead to an increase in body image dissatisfaction (Holland & Tiggemann, 2016). Studies show that time spent on the internet is extremely interrelated with the incorporation of the slim and attractive, scrutiny of body, and passion for being thin. (Tiggemann & Slater, 2013). Lawler and Nixon (2011) explained this internalization as "the degree to which a person consciously incorporates the informally described criteria for appeal, integrates these ideas in his/ her belief system and works relentlessly to achieve that ideal body image". A similar concept was addressed as



visual appeal, studied under the context of advertising in Pakistan (Ramish, Bashir, & Jalees, 2019). Another advertising study shows that sometimes viewers can get irritated when they see an offending image or message in an advertisement (Ansari et al., 2019).

It is assumed that the incarnation of elegant models is due to the connection between social media and body dissatisfaction (Lawler & Nixon, 2011). People who experience eating disorders are frequent users of social media to inspire their opinions (Borzekowski, Schenk, Wilson, & Peebles, 2010). Given the above discussion, it can be inferred that the internet is influencing the spread of eating disorders and ideal physique appearance by providing a painless approach to content, information, and images related to ideal body images.

Mental happiness is an extreme affair around the world, particularly in the framework of figure appearance comparisons with those depicted in mass media. (Clayton, Ridgway, & Hendrickse, 2017). Studies have identified electronic media as the prominent spreader of perfect figure appearance (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999; Tiggemann, 2011). Ultra-slim models are used as standards in societal evaluation initiation (Thompson et al., 1999). Nonetheless, such ultra-thin models promote a perfect frame of an image that is unachievable for the greatest number of women (Levine & Harrison, 2004), particularly as 40% of women in the world are bulky and 15% are fat (WHO, 2016). Studies have found that self-matching with ultra-thin media popular beauty models is damaging to one's psychological and bodily fitness leading to negative body image (Fardouly & Vartanian, 2015; Knobloch-Westerwick, 2015), eating ailments (Polivy & Herman, 2002), and feeling of vulnerability (Striegel-Moore, Silberstein, & Rodin, 1986). To fight these fitness worries, some of the dealers have come forward by hiring regular or average-sized models in their media promotions. Some examples of such campaigns are Lane Bryant's #I'm No Angel and Is Equal and Aerie's # AerieReal campaign, which have increased popularity due to its support for positive body image (Clayton, Ridgway, & Hendrickse, 2017).

Studies analyzing figure appearance has been done in numerous fields like psychology (López-Guimerà, Levine, Sánchez-Carracedo, & Fauquet, 2010), communication (Hendrickse, Arpan, Clayton, & Ridgway, 2017; Myers & Biocca, 1992; Ridgway & Clayton, 2016), clothing and textiles (Jung, Lennon, & Rudd, 2001; Ridgway, Parsons, & Sohn, 2017). In all of these studies, the researchers have explored the results of electronic media on the ideal body and attractive appearance. Only rare researches show self-appreciation results of introduction to ultra-slim models (e.g., Joshi, Herman, & Polivy, 2004; Knobloch-Westerwick, 2015; Mills, Polivy, Herman, & Tiggemann, 2002) most of the investigations have proved that disclosure to ultra-thin models on media has resulted in women having less gratification on the complete look (Kim & Lennon, 2007, negative body image (Jung et al., 2001), and bigger eating ailment propensities (Kim & Lennon, 2007). Research also shows that digital alteration (the practice of making thinner models look even more thinner) has increased undesirable mental effects (Harper & Tiggemann, 2008). Even women are aware of this digital alteration, but still, they idealize the thin body image (Strahan, Wilson, Cressman, & Buote, 2006)

Behaviorism and advertising investigators have researched how plus-sized models and thin body models displayed on mass media upset women's mental well-being. One research by Halliwell and Dittmar (2004), found that ads portraying plus-sized models caused members of an experimental study (N=202 Women) to feel less anxious related to body



image as compared to advertisements portraying ultra-thin models. Another study by Peck and Loken (2004) also revealed that females had bright moods concerning their bodies after watching ads featuring relatively weighty-sized models as against ads featuring slim models.

Usage of Social Media to engage and communicate with each other by liking and commenting has an encouraging result in mental health (Ghosh & Dasgupta, 2015). Sympathetic communications through SNS can lead to feelings of being loved, and a positive self-image (Oh, Ozkaya & LaRose, 2014) as this leads to feeling connected and expressing one's uniqueness. (Ghosh & Dasgupta, 2015; Weinstein, 2017). However, uninvolved use of SNS can often be harmful to self-health as the posts faced through cruising are promising self-personification of others. (Lup, Trub & Rosenthal, 2015; Weinstein, 2017). Research shows that people who see beautiful body images on Facebook are prone to be displeased with their body image, and develop a more negative mood afterward (Haferkamp & Krämer, 2011; Ridolfi, Myer, Crowther & Ciesla, 2011). Comparisons with ideal body images have been found to lead to negative thoughts such as self-criticism and dissatisfied behavior (Nolen-Hoeksema, Wisco & Lyubomirsky, 2008), low self-esteem, depression, and addiction (Donnelly & Kuss, 2016).

Problem Statement

Previous research has shed light on how traditional media affects the negative effects that traditional media has on people's figure appearance concerns. Social media popularity motivated researchers to see the effect of this medium on figure appearance (Fardouly & Vartanian, 2016). Figure appearance displeasure has been defined as having undesirable observation and reaction someone has about his/ her body and is determined by causes like body figure and looks, attitude to weight increase, social standards associated with a perfect figure. (Peat, Peyerl, & Muehlenkamp, 2008; Phillips & de Man, 2010; Slade, 1994; Slevic & Tiggemann, 2011a). Studies have revealed a recognized connection amid figure appearance, suffering (Blodorn et al., 2016), and eating. Psychological distress is considered as a factor in developing mental health problems and coping with such situations (Deasy, Coughlan, Pironom, Jourdan, & Mannix-McNamara, 2014). More distress indicates more exposure to mass media (Corstophine, Mountford, Tomlinson, Waller, & Meyer, 2007; Hay & Williams, 2013) and social media websites (Chen & Lee, 2013).

The portrayal of thin models in media, cultural norms set by society, family pressure, and various other factors regarding the perfect figure appearance of women has led to an increased demand among women to get the perfect figure. Many women, due to these pressures, strive to achieve the ideal figure, and in their quest to achieve this have to face various psychological problems, which include depression, low self-esteem, negative mood, and self-rejection. In recent times scholars have recognized a noticeable rise in figure appearance discontent amongst men and women from the west indicating a link between figure appearance and emotional difficulties like low self-image, depression, nervousness (Hay, Mond, Buttner, & Darby, 2008; Jackson et al., 2014; Keel, Baxter, Heatherton, & Joiner, 2007; Midlarsky & Nitzburg, 2008; Tiggemann, 2004).

Methodology

Research Question



The primary research question is to comprehend the effects of attaining an ideal figure appearance on women's psychology. The research question that this study aims to address is as follows. What effect does the pursuit of a perfect figure appearance make on ladies' mindset? This study, through a systematic review, attempts to understand the process of psychological well-being or ill-being that women go through during the pursuit of an ideal body image as portrayed by media and society.

Research Aims and Objectives

The main purpose of the systematic review is to organize, analyze, and create literature available on Ideal Body Image and Women's Psychology. The systematic review is mainly aimed at 1.) Describing the recognized researches; (ii) categorize and sort the well-known researches according to their focal purposes and their procedural method; (iii) deliver a serious evaluation on the procedure and (iv) to pull key assumptions for prospective research (Qureshi, Aleemi, & Hyder, 2019).

Sources of Information and Search Strategy

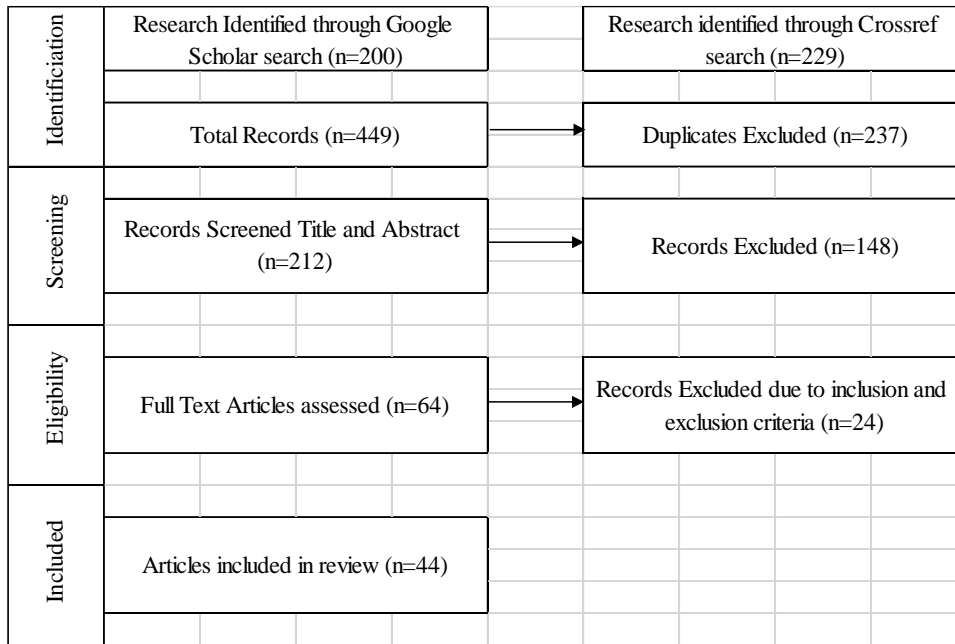
A systematic literature search was conducted in the database, namely Crossref, Google Scholar. Harzinger publishes and perish used to take out most of the articles from the best journals. Articles from Journals such as Elsevier, Springer, American Psychological Association, Informa Uk Limited, Taylor and Francis, Research gate were selected. Search terms included the following terms 1) Ideal Body Image and Women's Psychology 2.) Ideal Body Image or Women's Psychology. The search strategy is given in the table below:

Search Terms	Construct	Scope	Population
Search Terms	Ideal Body Image	Psychology	Women
Synonyms	Perfect anatomy appearance, Standard figure portrait, Criterion shape match	Attitude, mannerism, Behaviorism	Female, Girl
Search Syntax	Perfect appearance Standard portrait or shape match	Anatomy or Figure Criterion	Attitude or mannerism Behaviorism
			or Female or Girl or

The search strategy for literature was that the search terms were written in database searches of Crossref and Google scholar. A total of 449 articles were retrieved on this topic. All of these articles were screened based on these Inclusion/ Exclusion criteria. 1.) The paper must



be published in the English language. 2.) The studies must include the topic of ideal body image and its impact on Women's psychology. 3.) The variables in the study should be related to the topic and not to any other topic or problem. 4.) The topic should be related to women and not to men 5.) All those articles which were not accessible were not included in the study. 6.) Duplicate articles were also removed. After careful search and going through abstracts of different articles, sixty-four (64) articles were selected for full tex assessment. Twenty-four studies were excluded due to the inclusion/ exclusion criteria. After this, only forty-four articles were selected for the systematic review. Prisma diagram for the research is shown on the following page:



Data Extraction

For the selected studies, data were extracted on the following parameters. 1.) Design and Samples 2.) Measures 3.) Aim of Study 4.) Study findings. A brief explanation is as follows:

- 1.) Design and Samples: It refers to what type of study was carried out. Was it a qualitative, quantitative, or experimental study? The sample refers to the sample size of the study.
- 2.) Measures refer to the different types of scales or techniques used to measure the response of respondents
- 3.) Aim of Study refers to the purpose for which the research was conducted
- 4.) Findings refer to results received from the study. A brief picture of data extraction is also given for reference.



Quality Assessment

Included articles were each reviewed by the researcher using an adapted quality assessment tool "The mixed-method appraisal tool version 2018 designed by (Hong et al., 2018)

Internalization

Internalization refers to the mental acceptance of traditional standards of looking good or charming. It includes confirming the popularity of publicly defined models of body image and working towards achieving that ideal body image set by society (Heinberg, Thompson, & Stormer, 1995). The present perfect figure standard for women has been set for extreme thinness; most of the studies have been dedicated towards this thin-ideal and the risk associated with health towards achieving the slim figure.

Figure image discontent and disordered eating is a crucial problem faced by western society. This research by Thompson and Stice (2001), attempts to identify one factor which generates all the problems faced by women, and that factor is the incorporation of societal standards of looking good. Different research conducted by using different methods reveals that internalization is the main variable behind body image dissatisfaction and disordered eating. These researchers have worked on this extensively, and their work includes scale development, correlational studies, prospective risk factor studies, randomized experiments, and randomized prevention trials. This research suggests that future research is needed to understand the effect of family, friends, media that promote internalization

Another study investigates that brief exposure of thin-ideal images on media unfavorably affects mood temperaments of young women (Yamamiya, Cash, Melnyk, Posavac, & Posavac 2005). In an experimental study, 123, college women were exposed to thin ideals on media. Girls who had high internalization were the worst affected by exposure to those images. Girls who were worst affected were then provided with some psychoeducation on thin ideals portrayed on media, which reduced their stress levels. The least affected by exposure to thin-ideal exposure were girls who had a very low internalization level.

The research ((Hargreaves & Tiggemann 2003) carried out an experimental study on 80 adolescents' average age of 17 years. These people were exposed to twenty different ideal body images (appearance-related advertisements) two years earlier, and after two years, they submitted a survey on body dissatisfaction, desire for thinness, and desire for muscularity. It was observed that girls had developed dissatisfaction with their body image two years earlier when they were exposed to thin-ideal images. These girls had carried it on with themselves for the last two years. Results for the study showed that the slim perfect media image is connected with the desire for being trim and displeased with one's figure appearance. Unlike girls, boys in this study did not show dissatisfaction due to exposure to image for the last two years.

The research by Low, et al. (2003) examined the relationship between the Social Attitudes Towards Appearance Scale (SATAQ-A) with figure appearance and weight concerns. The study revealed that internalization was the main factor for body image concerns and not being aware of the thin ideal image. Another research by Myers, Ridolfi, Crowther, and Ciesla



(2012) concluded the association amid rising appearance focus and body image dissatisfaction by the use of Ecological Momentary Assessment.

The research consisted of 91 participants who had to reply to queries five intervals a day using Palm personal data assistant. Outcomes of the study revealed an affirmative connection between comparison with more beautiful women than oneself and body image disturbance. This was more in those women who had an increased level of thin-ideal internalization and those women who did not have very strong feminist beliefs.

The main purpose of the study conducted by Homan (2010) was to test two features of internalization (thinness and athleticism); to produce results of figure displeasure, abstaining, and habitual workout. The results showed that athletic incorporation is not as harmful as thin incorporation. Another article observes that an optimistic body image can guard females against harmful media experience effects (Halliwell 2013). A sample of 112 women was shown different advertisements featuring thin-ideal models. Those women who had positive body image were indifferent to media exposure, and this also included women more susceptible to such media disclosures. Females who had a higher level of internalization and low on body appreciation were more dissatisfied when exposed to the ideal models. Results reveal that an optimistic body appearance can save women from adverse media effects and also suggest positive body image as a mediation strategy.

The study by (Vartanian & Dey 2013) probed the relationship among self-concept clarity, desire to become slim, and comparing oneself with either people more attractive than oneself or people less attractive and to see how all these factors lead to body discontent among university students. Results show that women who lack their own identity tend to idealize the thin-ideal due to which they have to suffer from negative body self-image. The findings suggest that to get out of this negative exposure, women must have a clear self-concept, must not set very high standards in appearance-related comparison, and should not make thin-ideal internalization to reduce body dissatisfaction.

Research conducted by (Guaraldi, Orlandi, Boselli, & Odonnell 1999) aimed to identify perfect figure appearance in females of diverse ages using a video comparison test, the Distorting Television Image Method (DTIM) (Allebeck et al., 1976). It also investigated the association between Perfect Figure Image, Supposed Figure Appearance, and Body Discontent. The results of the study indicate that high dissatisfaction was found among women who wanted a taller and thinner body and who considered themselves as thin and tall than they were. The wishes of such women were inversely related to their body image dissatisfaction.

Self-Objectification

Harper & Tiggemann (2007) found in their studies that females who saw thin-ideal pictures revealed an amplified level of state self-objectification, concern for weight, more anxiety for appearance, adverse temper, and body displeasure than females who saw controlled images. Results reveal that self-objectification can be activated in females without concentrating on their figures.

The study (Bell & Dittmar 2011) involved 199 girls in studying girls' media habits and recognition of media models. It uses experiment exposure to explore the impact of media models presented on figure appearance. Study 1 revealed that the type and quantity of media use were not connected to body displeasure; however, media model recognition was. Study 2



proved that trial introduction to thin-ideal figures directed to higher discontent among girls who had strong recognition of media models.

This study (Oehlhof, Musher-Eizenman, Neufeld, & Hauser 2009) investigated the association between self-objectification and perfect figure shape in both males and females. Around 183 college students, mostly females, and males participated in this research. Results show that women's need for self-objectification was more than men's and, therefore, did not prefer muscular bodies. Men's scores for self-objectification were connected with their desire to have a more muscular body.

Appearance Dissatisfaction

The study (Bell & Dittmar 2011) involved 199 girls in studying girl's media habits and recognition of media models. It uses experiment exposure to explore the impact of media models presented on figure appearance. Study 1 revealed that the kind and quantity of media use were not connected to figure displeasure; however, media model recognition was. Study 2 proved that trial introduction to thin-ideal figures led to greater dissatisfaction among girls who had strong recognition of media models.

According to different studies conducted on body dissatisfaction, there is a substantial association between figure displeasure and little self-worth in young people (Konstanski & Gullone, 1998; Pesa, Syre, & Jones, 2000; Rosen & Ross, 1968). Previous literature shows that the development of low self-confidence is connected with body displeasure and not with Figure Bulk Index Geller, Johnston, & Madsen, 1997; Graham, Eich, Kephart, & Peterson, 2000; Konstanski & Gullone, 1998). Due to these factors, a lot of young people engage themselves in dieting, although they have normal body weight.

In the study (Bell & Dittmar 2011) 43% of adolescent girls stated that they aspired to be slimmer, whereas 18.3% of the boys reported their inclination to be lean. The finding of this research is in agreement with previous studies, which indicate that girls desire to be thin is more as compared to males and have a thinner figure obsession as compared to lads (Desmond, Price, Gray, & O'Connell, 1986; Kann et al., 1998).

The study (Foster, Wadden, & Vogt 1997) examined 59 fat ladies earlier, during, and after completion of a 48-week fat loss schedule. Constructive body assessments before the beginning of a diet program were related to high self-esteem, lower anxiety, and few diet programs. After completion of the weight loss program of 48 weeks, it was observed that body image had considerably improved from baseline. Figure appearance was measured by the Appearance Evaluation and Body Areas Satisfaction Scale (T. F. Cash, 1994b).

The main factor for research is body dissatisfaction and dieting; It is the thin-ideal internalization which is unachievable for most women. Both variables, dieting and body displeasure, give rise to eating disorders. As reported by many researchers (Shroff & Thompson, 2006; Stice, 2001; Stice, Mazotti, Krebs, & Martin, 1998), body displeasure resulted in increased rates of dieting and the beginning of disorganized intake (Johnson & Wardle, 2005; Stice & Agras, 1998).



The study (Vartanian & Dey 2013) investigated the variables of body displeasure. The study examined the relationship among self-image, thin-ideal incorporation, an image-connected societal evaluation, and figure displeasure. The results of this study show that thin-ideal incorporation facilitates the relationship between look evaluation propensity and figure discontent (Halliwell & Harvey, 2006; Keery et al., 2004; Rodgers et al., 2011; Shroff & Thompson, 2006). The results of this research propose that continuously relating oneself to others (especially doing upward evaluations) may enable thin-ideal incorporation, thus contributing to body disenchantment.

Disordered Eating

Previous studies have shown that body displeasure and disordered eating are on the rise among college students (Heatherton, Nichols, Mahamedi, & Keel, 1997), and binge eating as well as food aversion both show the typical beginning of adulthood (American Psychiatric Association, 1994). Through research, it is confirmed that body image displeasure and weight tend to increase during the start of the first year of college, but no clue can be found about disordered eating. Due to changes in environments, college students are open to a unique lifestyle, which makes it difficult for them to involve in good eating habits and training activities. The study environment in college is more demanding and offers students less free time in sharp contrast to what they had in school (French & Jeffery, 1994). In research (Kaufman 2016) it was found that females who exercise more were disposed to develop disordered eating habits. One possible explanation for this is that due to exercise, these female students began to lose weight and hence they resorted to disordered eating practice to lose more weight.

Thin Ideal Advertisement

Content analysis of 69 American female magazines exposed that 94% exhibited images of thin-idol models or celebrities on the front (Malkin et al. 1999). By promoting only the thin-ideal and not presenting other figure kinds, style publications encourage slimness as they wanted the dominant standard for females. These magazines, by upholding the thin-ideal image, can arouse figure appearance trouble in adolescent girls and females. The study (Harper & Tiggemann 2007) probed the effects of disclosure of thin-idol females on females' psychology (the four dimensions were self-objectification), look nervousness, temper, and figure displeasure). It was revealed that females who watched thin idol advertisements were prone to higher dissatisfaction with body image, negative mood, appearance uneasiness, and many other psychological problems than females who were not familiar with thin-idol pictures.

The study (Hargreaves & Tiggemann 2003) carried out experiments on 80 adolescents by exposing them to 20 advertisements in which thin ideal females were shown. After two years, the same sample of people was again exposed to the same advertisement. Those girls who had previously seen advertisements two years back showed more displeasure with their bodies and had been more motivated towards thinness.

This study (Bessenoff 2006) explored the influence of slim idol pictures on women. A sample of 112 females with great and little body dissatisfaction was exposed to advertisements containing images of thin-ideal females and without thin ideal females. Results showed that disclosure of thin-ideal advertisements exaggerated weight distress, negative mood, self-esteem, and dejection. Women with higher body image disparity experienced increased levels



of unhappiness, agitated mood when they viewed thin-ideal advertisements. Thus it is concluded from the study that women with higher dissatisfaction related to bodies are at more risk for adverse results from the disclosure of thin-ideal media.

Measurement

Most of the researches were quantitative. Standard measurement scales used in studies were Socio-Cultural Attitudes towards appearance Questionnaire 3 (SATAQ 3: Thompson et al. 2004), the Eating Disorders Inventory (EDI; Garner & Olmsted, 1984), Figure Rating Scales, Other scales were also used. Some researches were conducted by experimental methods.

Discussion

The thin-ideal female portrayed in media has affected women's psychology in several ways. Research suggests that media exposure of very thin females has led to internalization among females, a state in which females consider these models as the best ideals and strive themselves to get the same figure. This thin ideal is unachievable by most females, and failing to achieve that figure leads to depression, negative moods, low self-esteem. To achieve the ideal body, many women go through many problems, which are disordered eating, self-body dissatisfaction, self-objectification, and feelings of depression. Many experimental studies have been conducted to see the influence of exposure to a thin-idol advertisement. It has been learned through scientific means that women who are very conscious about their bodies when introduced to ads of slim idol experience even more self-figure disappointment, and undesirable feelings.

To achieve the ideal body, females sometimes follow food aversion i.e., avoiding foods at many times or may indulge in binge eating, i.e, eating excessive amounts of food after short intervals of time. So the achievement of ideal body images can lead to disordered eating habits among females. Self-body dissatisfaction is also achieved by constant disclosure to slim-idol media, and it has been repeatedly verified by research that constant exposure may aggravate the negative attitude towards one body. The media has contributed to the thin – ideal internalization in women. The media has to play its role by promoting women in acceptable body sizes. This will not only relieve the women of displeasure with their body image but will also promote acceptable bodies among the masses. Research shows (Selensky & Carels, 2021) that the portrayal of acceptable body sizes on media has a positive impact on their attitude and behavior. This systematic review discusses all the negative implications that women have to go through to attain the perfect figure appearance. It examines in detail how the different types of media introduction of slim-idol have affected women in different psychological ways.

How to overcome the undesirable influence of slim-idol advertisements on Females Psychology?

Research conducted by (Halliwell 2013) has shown that maintaining a constructive figure appearance can defend females from adverse media experience. A sample of 112 women has shown different advertisements featuring thin-ideal models. Those women who



had positive body image were indifferent to media exposure, and this also included women more susceptible to such media exposure.

Research also shows that by intervention, many of the psychological problems women face due to thin-ideal can be solved.

Research Gaps

The following research gaps were seen during the systematic literature review:

- 1.) Mediating role of psychotherapy in neutralizing the bad impact of slim-idol on females' psychology.
- 2.) The mediating role of ideal living practices in combating the harmful influence of slim-idol on Females' Psychology
- 3.) Understanding the psychology of Body Image Dissatisfaction

Future Research

Future research can be conducted on the topics listed in the research gaps above. Moreover, the role of media, thin-ideal advertisement, internalization have been vastly researched. But there must be some other underlying factors that might affect someone's Body image dissatisfaction. Some research should be dedicated to understanding other factors contributing to Body Dissatisfaction. Future research can be done on psychological intervention on normalizing the adverse effect of ideal body image. Promoting positive body image among females or young women can also be researched to see how it affects the psychology of young females.

Research work can also be carried out on the promotion of acceptable body images in mass media and their impact on females. Further research can be carried on the factors which contribute to satisfaction of women with their bodies and not paying heed to thin internalization.

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APPENDIX A

MMAT 2018 FILE

PAPER - 01		Thin-ideal internalization: Mounting evidence for a new risk factor for body-image disturbance and eating pathology				
		Mixed Method Appraisal Tool 2018		Reponses		
Category of study design	S.NO	Methodological Quality Criteria	Yes	No	Can't tell	Comments
Screening questions of all types	1	Are there clear research questions ?	YES			
	2	Do the collected data allows to answer the research questions?	YES			
Qualitative	Q1	Is the qualitative approach appropriate to answer the research questions?	YES			
	Q2	Are the qualitative data collection methods are adequate to address the research questions ?	YES			
	Q3	Are the findings adequately derived from the data ?	YES			
	Q4	Is the interpretation of the results sufficiently substantiated by the data?	YES			
	Q5	Is there coherence between qualitative data sources, collection analysis & interpretation ?	YES			

Part II: Explanations

I. Qualitative studies	Methodological quality criteria
<p>Qualitative research: is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell, 2013b, p. 3).</p> <p>Common qualitative research approaches include (this list is not exhaustive):</p> <p>Ethnography: The aim of the study is to describe and interpret the shared cultural behaviors of a group of individuals.</p> <p>Phenomenology: The study focuses on the subjective experiences and interpretations of a phenomenon encountered by individuals.</p> <p>Narrative research: The study analyzes life experiences of an individual or a group.</p> <p>Case study: In-depth exploration and/or explanation of issues intrinsic to a particular case. A case can be anything from a decision-making process, to a person, an organization, or a country.</p> <p>Grounded theory: Emerges as a specific methodology, but a qualitative data collection and analysis, e.g., in-depth interviews or focus groups, and hybrid thematic analysis (inductive and deductive).</p> <p><i>Key references: Creswell (2013b), Sandelowski (2010), Schwandt (2013).</i></p>	<p>1.1: Is the qualitative approach appropriate to answer the research questions?</p> <p>Explanation: The qualitative approach used in a study (see non-exhaustive list on the left side of this table) should be appropriate for the research questions and problem. For example, the use of a grounded theory approach should address the development of a theory and ethnography should study human cultures and behaviors.</p> <p>This criterion was considered important to add in the MMAT since there is only one category of criteria for qualitative studies (compared to three for quantitative studies).</p> <p>1.2: Are the qualitative data collection methods adequate to address the research questions?</p> <p>Explanation: This criterion is related to data collection method, including data sources (e.g., archives, documents), used to address the research question. To judge this criterion, consider whether the method of data collection (e.g., in-depth interviews and/or group interviews, and/or observations) and the form of the data (e.g., tape recording, video material, diary, photo, and/or field notes) are adequate. Also, clear justifications are needed when data collection methods are modified during the study.</p> <p>1.3: Are the findings adequately derived from the data?</p> <p>Explanation: This criterion is related to the data analysis used. Several data analysis methods have been developed and their use depends on the research question and qualitative approach. For example, open, axial and selective coding is often associated with grounded theory, and within- and cross-case analysis is often used in case study.</p> <p>1.4: Is the interpretation of results sufficiently substantiated by data?</p> <p>Explanation: The interpretation of results should be supported by the data collected. For example, the quotes provided to justify the themes should be adequate.</p> <p>1.5: Is there coherence between qualitative data sources, collection, analysis and interpretation?</p> <p>Explanation: There should be clear links between data sources, collection, analysis and interpretation.</p>

PAPER - 02		The effect of thin ideal media images on women's self-objectification, mood, and body image				
		Mixed Method Appraisal Tool 2018		Reponses		
Category of study design	S.NO	Methodological Quality Criteria	Yes	No	Can't tell	Comments
Screening questions of all types	1	Are there clear research questions ?	YES			
	2	Do the collected data allows to answer the research questions?	YES			
Quantitative randomized control trials	Q1	Is randomization appropriately performed?	YES			
	Q2	Are the groups comparable at baseline	YES			
	Q3	Are there complete outcome data?	YES			
	Q4	Are outcome assessors blinded to the intervention period?	YES			
	Q5	Did the participants adhere to the assigned intervention?	YES			

PAPER - 03		Women's exposure to thin-and-beautiful media images: Body image effects of media-ideal internalization and impact-reduction interventions				
		Mixed Method Appraisal Tool 2018		Reponses		
Category of study design	S.NO	Methodological Quality Criteria	Yes	No	Can't tell	Comments
Screening questions of all types	1	Are there clear research questions ?	YES			
	2	Do the collected data allows to answer the research questions?	YES			
Quantitative randomized control trials	Q1	Is randomization appropriately performed?	YES			
	Q2	Are the groups comparable at baseline	YES			
	Q3	Are there complete outcome data?	YES			
	Q4	Are outcome assessors blinded to the intervention period?	YES			
	Q5	Did the participants adhere to the assigned intervention?	YES			