



A COMPARATIVE STUDY ON BODY IMAGE AND BODY SHAPE CONCERNS AMONG URBAN COLLEGE GIRLS OF DELHI AND UTTAR PRADESH

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Introduction

Body image is a type of anticipation of an individual with its self physical, sensation and thoughts. These sentiments can be negative as well as positive or both type are influenced by individual atmosphere factor.

Body image is a complex construction, consisting of many different elements. According to (Mazzeo, 1999) “multidimensional construction of body image consists of three important elements; (A) perception, (B) behavior, and (C) bias. Body perception is characterized by the accuracy with which people estimate their body size. While there is a physical reality of how big or small people are, their perceptions may misunderstand their size”. This accuracy stems from social pressures, attitudes of family and friends, the representation in the media, because of their own personal inadequacies. “Body image can also be defined and measured in terms of an individual's level of satisfaction with his or her body size, known as an attitude. In particular, attitudes are related to satisfaction with one's size” (Mazzeo, 1999). “When people believe that their shape is desirable, valuable and attractive, body image is positive. However, when people believe that their size is inadequate or ugly by society's standards, a decline in body image will result. Finally, the third component of body image involves bias with body image, or given importance on the physical appearance and strength of those beliefs. Excessive preoccupation with the body is often referred to as negative body image” (Rosen, 1998). In the present study body image is seen as a multidimensional construct, which is a combination of perception, attitudes, and prejudice with the body.

Body image represents the self-assessment component of self-esteem that focuses on physical characteristics and appearance. It is an aspect of identity and as such, body image evolves with personality development” (Newman, 2005). In 1950, Skrtel described body image as "the picture of our own body, which we create in our mind. This is the way the body manifests itself". Body image is formed by a complex interplay of self-observation, reactions and behaviors of others, feelings, memories, fantasies and experiences, which are both conscious and unconscious.

Body image concerns and eating disorder are related with lower mental and physical living standards (quality of life) at the age of student women and men. Studies exploring studies affecting body image concerns assumed that QoL concluded that a person with a negative body. More likely to diet, skip meals, develop cluttered eating, avoid socialization, and even avoid seeking medical care (Levine & Smolak, 2018).

Body shape concerns is very sophisticated and critical observable fact and function. The body shape of an individual is defined by composition of body fat and body structures as well as distribution of muscle. The body structures time to time at various stages of human growth specially before obtaining adulthood after reaching age of 18 years no more changes are done among long bone and epiphysis plates of human body besides exception.

Body shape arises from the constant interaction between biological imperatives and Historical forces, both culturally and individually. In terms of reaching body size, arms length and weight on a large scale, and stride length, in conception is derived from information in the DNA of chromosomes inherited from our parents. The development of muscles, bones, fat and all that the volume and outline of the human body begins in the womb and continues along the way that take its definition from our genes. This can be considered quite a scientific fact. However, genetic dispersal only provides the basis, the foundation from which body size grows and develops (Felién, 1989)

The body shape of women is the product of distribution of adipose tissue and muscle in respective to their bony structure. Body shapes are basically several types the upper shape of women are normally narrower than bust and hips. The waist and hips are generally known as variety points, accordingly the anatomical structure ratios of body shape is distributed. Shimmering a large range of personal viewpoint on what is good for health and what is mindfully preferred, as well as dissatisfaction over females’ social aspects and perceived 'objectives' in society, any universally not accepted for a good female body shape.

Estrogens can also affect female body shape in many other ways, including increasing fat stores, accelerating metabolism, decreasing muscle mass, and increasing bone building. Estrogen causes higher levels of fat in a woman's body than in a male body. They also affect body fat distribution, whereby fat in women accumulates in the buttocks, thighs, and hips, but is usually not around their waist, which precedes puberty. Size will remain about. Hormones produced by the thyroid gland regulate the rate of metabolism, control how quickly the body uses energy, and control how sensitive the body must be to other hormones. The distribution of body fat may change from time to time depending on food habits, activity levels, and hormone levels (Mandal & Das, 2010). When women reach menopause and the estrogen produced by the ovaries declines, fat moves from their buttocks, hips and thighs to their waistline, posterior abdominal fat accumulates (Andrews, 2006).

The objectives of this study was to know the comparison of body image with body shape concern among Urban college girls of Delhi and Uttar Pradesh.

For the purpose of the study total five hundreds (N=500) college girls were selected from urban colleges. The subjects were confined to Delhi and Uttar Pradesh only. The data collected on all subjects without differentiating on social economics status and their home back ground level.

Present research design was a status study, that didn't need investigator to manipulate any variables included in the study. Whereas data was gathered through standardized tools that gives to researcher accurate insight towards body image and body shape by any other ways. The intention of the study was to interaction among variables.

Selection of Variable and its measuring instruments

- **Body Image:** Body Image Questionnaire developed by Bruchon – Scheitzer in 1987 was used to assessed body image of Girls students.
- **Body shape:** it was decided to used the Body Shape Questionnaire (BSQ) developed by Chris Evans in 2003.

STATISTICAL PROCEDURE

As per the purpose of the study researcher intent to investigate body shape concerns, body image between Urban college Girls of Delhi and Uttar Pradesh. The descriptive statistic (mean, standard deviation) and for comparing two means of large sample Z-Test was used at significance level of 0.05 level.

ANALYSIS OF DATA BODY IMAGE AND BODY SHAPE OF URBAN COLLEGE GIRLS

Table – 1: Descriptive Statistics of Body Image and Body shape of Urban College Girls

	Mean	Std. Deviation	N
Body Image	65.2940	8.66867	500
Body Shape	68.0900	26.43133	500

Descriptive statistics shows that the Mean Body Image of Sample (N=500) was 65.29 and Mean Body shape was 68.09 of Urban College Girls. Whereas Standard deviation of Body Image was 8.66 and the standard deviation of Body shape was 26.43 of Urban College Girls.

Table – 2: Mean Comparison of Body Image and Body Shape of Urban College Girls

Urban College Girls	Body Image	Body Shape
Mean	65.294	68.09
Standard Error Mean	±0.38767475	±1.182044949
Z Obtained value	2.25*	

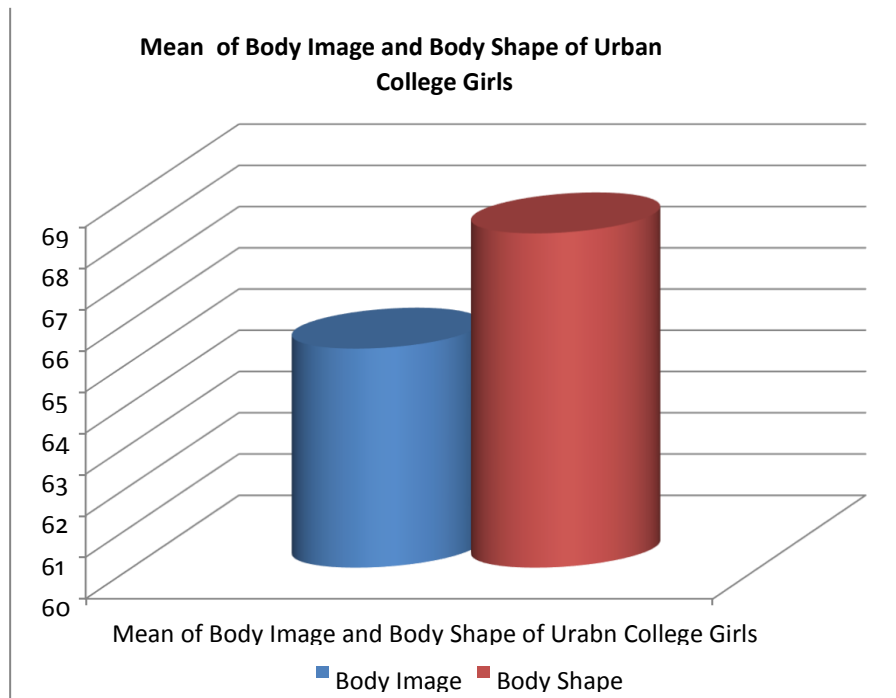
The mean Body Shape Urban College Girls > the Mean Body Image of Urban Female by 4.10633 % .

* Significant at 0.05 level

** Z value for one tail test to be significant at 0.05 level 1.64

Results of analysis of data are shown in table presents significant calculated Z value for one tail test that guides researcher to conclude that the mean body shape of Urban College Girls is significantly more (4.10633%), than the mean body Image of Urban College Girls.

Figure – 1



Discussion of Findings Body Image and Body Shape of Urban College Girls

The comparison was done between body image and body shape of urban college by Z test. Results of the analysis of data guides researcher to conclude that the mean body shape of Urban College Girls is significantly more (4.10633%), than the mean body Image of Urban College Girls.

The concept of body image emerged from the ideals of girls whereas the body shape is the anatomical structure of girls. The dieting, behaviour and associated feminine feeling promptly affects the body shape of girls. Thus it might be a great cause for difference between body image and body shape of urban college girls.

Similar study was conducted by **Dixit et al. (2011)** on 586 adolescent girls (Rural, slums and Urban) of Lucknow (U.P.) the desired information of body image was gathered through questionnaires and revealed in their findings that most of girls found unsatisfied from their body image and girls of urban and slums want to more slim figure.

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