

**THE RELATIONSHIP OF MEDIA INFLUENCE, BODY IMAGE FEEDBACK
AND BODY IMAGE SATISFACTION AMONG FEMALE ADOLESCENTS**

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An Undergraduate Thesis submitted to the Department of Psychology

College of Arts and Sciences, Central Luzon State University

In partial fulfillment of the requirements

Leading for the degree

BACHELOR OF ARTS IN PSYCHOLOGY

JUNE 2017

This undergraduate thesis entitled "THE RELATIONSHIP OF MEDIA INFLUENCE, BODY IMAGE FEEDBACK AND BODY IMAGE SATISFACTION AMONG FEMALE ADOLESCENTS" prepared and submitted by DARLENE KATE V. CALICA in partial fulfillment of the requirements for the degree BACHELOR OF ARTS IN PSYCHOLOGY in hereby approved and accepted.

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ACKNOWLEDGEMENTS

This thesis owes its support, guidance and inspiration of several people. I would like to take this chance to thank all the people who helped me ever since. Firstly, I would like to thank our **Almighty God** for giving me strength, confidence and fortitude to finish this paper. Thank you Lord for your never- ending love and support.

I am very grateful to all the people I have met along the way and have contributed to the development of my thesis. In particular I would like to express my sincere appreciation and gratitude to my thesis adviser **Sir Nixon Agaser** for helping and guiding me to complete this paper. Thank you Sir for all the knowledge you've shared. To my critic, **Sir Wawie DG. Ruiz** and **Sir Angelo Dullas**, thank you for your brilliant suggestions and comments for helping me improve my paper.

I would like to thank my dudes **MALAJDK** for supporting, helping and cheering me up when I feel so down your simple messages helped me to feel motivated. I love you guys. Also, Thank you **Bits** for helping me distribute my questionnaires and for the motivations. Thanks for believing me! Thank you to my psych mates and psych friends who became part of my college life. Thanks **Kuya Choy** and **Ate Jayzel** for being such a good ate and kuya that I can rely on.

Many thanks to my friend **Anna Carmela Canoza** for being my college buddy since first day of school, my only research partner and still manage to pass all of them even though K-drama is life. We now survived this college life and I'm happy and

grateful that I've met you. Thank you dude for the memories and for always there in good times and hard times.

A special thanks to this very special person. I know you're not fond of this kind of *kadramahan* message so I'll make it simple. Thank you for all your love, support, and patience and for always there despite of my mood swings hehe. I just want to say that I'm happy and grateful to you and know that I'm always here for you. Love love **Jeth** ☺

Finally, my deepest gratitude goes to my family for their unconditional love and support throughout my life and my studies. Words cannot express how grateful I am. Thank you **Ma** and **Pa** for your guidance and prayers also, to my siblings **Kalay** and **Koleng**. So much love ☺

Darlene Kate V. Calica

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ABSTRACT

CALICA, DARLENE KATE, V. , Bachelor of Arts in Psychology, Department Psychology, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, June 2017, **THE RELATIONSHIP OF MEDIA INFLUENCE, BODY IMAGE FEEDBACK AND BODY IMAGE SATISFACTION AMONG FEMALE ADOLESCENTS**

Adviser: Nixon V. Agaser

The primary focus of this study is to identify the relationship between media influence, body image feedback and body image satisfaction among female adolescents. Additionally, the study sought to know whether media influence affects body image satisfaction negatively. Using Body Shape Questionnaire (BSQ) and Body Appreciation Scale (BAS), the study measured and identified the body image satisfaction of female adolescents.

Data were analyzed using pearson r correlation to see the relationship between variables. Results showed that media influence and body image feedback have no significant relationship to body image satisfaction (Body Appreciation Scale). This means that even if the participants received negative comments and exposed in different types of media they still have a higher appreciation to their body. Media influence has a significant relationship to body image satisfaction (Body Shape Questionnaire). This means that the participants want to improve their body image to feel good and to have an ideal body like they've seen in social media. Also, body image feedback has significant a relationship to body image satisfaction (BSQ). This means that negative feedback from

others has an influence to body shape concern. Generally, female adolescents have a high level of body image appreciation.

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