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An analysis of body image between rural and urban college girls

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Abstract

Background: 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.

Objectives: The objective of this study was to know the comparison of body image between Rural and Urban college girls.

Selection of subjects: For the purpose of the study total five hundreds (N=500) college girls were selected from urban colleges.

Methodology: Body Image Questionnaire developed by Bruchon – Scheitzer in 1987 was used to assessed body image of Rural and Urban College Girls.

Statistical Analysis: As per the objectives of the study researcher intent to investigate body image between rural and college Girls. 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.

Findings: 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 image of Rural College Girls is significantly greater (7.654608%), than the mean body Image of Urban College Girls.

Keywords: Body image, rural college girls, urban college girls, Bruchon – Scheitzer BIQ

Introduction

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) [4]. 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 behaviours of others, feelings, memories, fantasies and experiences, which are both conscious and unconscious.

Body image is a complex construction, consisting of many different elements. According to (Mazzeo, 1999) [3] “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) [3]. “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) [5]. 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 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

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body. More likely to diet, skip meals, develop cluttered eating, avoid socialization, and even avoid seeking medical care” (Levine & Smolak, 2018) [2].

Objectives of the study

The objective of this study was to know the comparison of body image between Rural and Urban college girls.

Selection of subjects

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.

Research Design

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 by any other ways. The intention of the study was to interaction among variables.

Research Tool: Body Image Questionnaire developed by Bruchon – Scheitzer in 1987 was used to assessed body image of Rural and Urban College Girls.

The 19-item Body. Image. Questionnaire, developed and published in journal in 1987 by Bruchon-Schweitzer and his associates. Generally considered as a common body satisfaction aspect are related to health, sex, and with recent and future emotional alteration. To score the items, choose an answer from the 5 possible ones,1-5 by circling the number and assign a value to each of the 19 items as follows: adding of the answers to the favorable items, the score to each question ranges from 1-5. The items are 1, 6, 7, 9, 10, 12, 14, 16 and 18. The reverse scoring (5 to 1) was done to include the response to the unfavorable questions are 2, 3, 5, 8, 11, 13, 15, 17 and 19. For question 4, the respondent was a woman so feminine was the favorable response, use the scoring 5, 4, 3, 2 and 1 scoring. Sum of All the 19 answers were added and total score ranged from 19- 95. The higher score of respondents signify the greater the body satisfaction.

Statistical Procedure

As per the objectives of the study researcher intent to investigate body image between rural and college Girls. 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

Table 1: Descriptive Statistics of Body Image among Urban and Rural College Girls

Groups	Mean Body Image	Std. Deviation	Range	N
Urban College Girls	65.294	8.66867	47	500
Rural College Girls	70.292	9.134858	55	500

Descriptive statistics shows that the Mean Body Image of Urban college girls (N=500) was 65.294 of range 47. And Rural college girls (N=500) are having their Mean body image 70.292 of range 55. Whereas Standard deviation of

Urban College girls of Body Image was 8.66 and the standard deviation of Body Image of Rural College girls was 9.14.

Table 2: Comparison of Mean Body Image between Urban and Rural College Girls

Body Image	Urban College Girls	Rural College Girls
Mean	65.294	70.292
Standard Error Mean	±0.387675	±0.408523
Obtained value Z	8.874447*	
The mean Body Image Rural College Girls > the Mean Body Image of Urban college girls by 7.654608 %.		

*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 image of Rural College Girls is significantly greater (7.654608%), than the mean body Image of Urban College Girls.

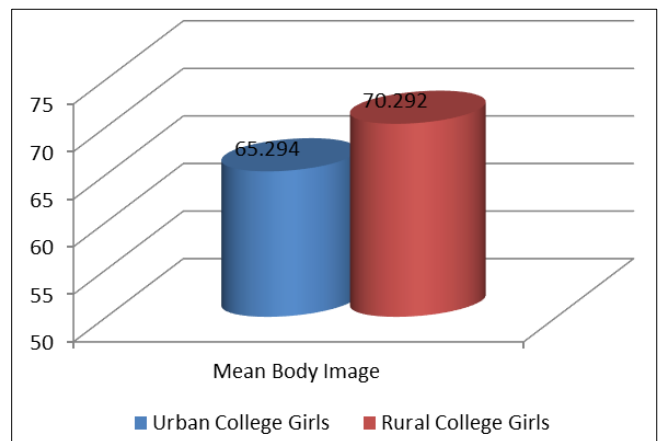


Fig 1: Mean body image of urban and rural college girls

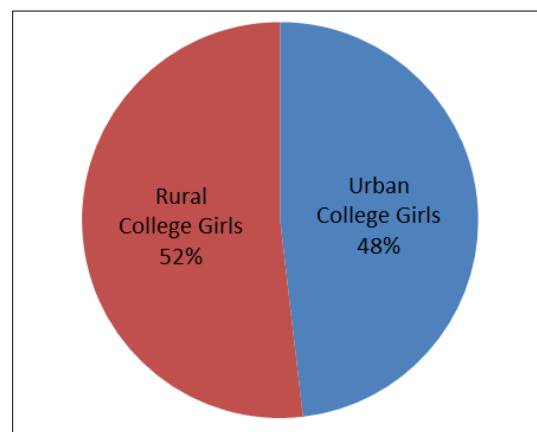


Fig 1: Mean body image of rural and urban college girls

Discussion of Findings

Results of analysis of data guided us to conclude that the mean body image of Rural College Girls is significantly greater (7.654608%), 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)^[1] 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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