

## Japanese body Image: Body dissatisfaction, body image-related problems, and effects of magazines exposure on body image

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### Abstract

The current study investigated the general body image of young Japanese through the examination of body dissatisfaction, susceptibility to different problems related to body image, and the effect of magazines exposure on body image in 588 university students by the combination of new figure rating scales and the self-report measures. Results indicated that body dissatisfaction of females and males manifest in opposite directions, with females desire for a thinner body and males desire for a larger body. By dividing participants into the desire for a thinner body, satisfied with current body and desire to be larger/more muscular groups, the current study found that both gender and types of body dissatisfaction have main effects on a range of problems related to body image. Concern with fashion magazines and fashion models significantly predicted a wide range of problems related to body image in both males and females. The complicated results indicated in the association between magazines exposure and males' body image suggested possible ethnic differences in the factors contributed to the perception of a muscular body as the male body ideal.

**Key words:** body image, body dissatisfaction, body shape

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