



Women, Culture and Society: How Weight Influences the Perception of Confidence, Intelligence and Relationship Status



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Introduction

The purpose of this present study is to examine the relationship between weight and the perception of intelligence, confidence, and the likelihood of relationship status. Participants will be randomly assigned to one of the two experimental conditions and will either view images of individuals who will be either represented as a magazine model, or a regular everyday person. Participants will then be asked to complete the Perceived Intelligence Scale, the Relationship Status Questionnaire, and the Rosenberg Self-Esteem Scale.

Research Question

Is there a relationship between weight and the perception of intelligence, confidence, and relationship status?

Methods

Participants: A sample of XX students (XX female, XX male), will be recruited through the CSU Stanislaus Department of Psychology online participant pool (SONA). All participants will be given 1 SONA credit for participating in the study, which may count as experimental credit for a psychology class.

Design: The research design is a single factor, two-group, between-subjects design that will examine factors pertaining to women's appearance and perception. The independent variable is the type of stimuli shown (images of magazine models, or images of everyday individuals) Each participant will be randomly assigned to one of the two experimental conditions and will view the specific images designated for that condition. The dependent variables are perceived self-esteem, relationship status and perceived intelligence of the individuals in the image.

Measures and/or Materials: Demographics questionnaire Perceived Intelligence Scale (Ortega, 2020), a single question to assess the likelihood of a relationship status of the individual in the image (Ortega, 2020), and the Rosenberg Self-Esteem Scale (Rosenberg 1965). The materials that will be used in the study include 20 images, 10 in which are magazine models, and 10 everyday individuals.

Procedure: Participants will be recruited through SONA. Those who are interested will be able to access further information about the study, the Consent Form, questionnaires, images, and scales through Qualtrics. Once a participant agrees to participate, they will be instructed on how to advance through all portions of each section, beginning with the Consent Form.

Expected Results

I hypothesize that participants who view the images of magazine models will rate those individuals as more intelligent, more confident and more likely to be in a relationship, as compared to those who will view images of the regular everyday individuals.

Background and Literature Review

Researchers have determined that many adults face weight-based stigmatization and experience mistreatment. These forms of mistreatment include teasing, harassment, slurs, insults, negative judgment and assumptions, and perceived discrimination, this mistreatment is seen in every aspect of their lives (Cossrow et al., 2001).

It has also been suggested that there's a direct link between stigmatization of body size in men and women, and the cultural stereotypes of perceived notions of physical attractiveness (Viren et. al., 2008).

It has also been determined that women's face and body ratings were independent predictors of overall attractiveness (Bleske-Rechek et al., 2014).



Figure 1. Image of Model.



Figure 2. Everyday Individual

Significance

This study could contribute to a better understanding on how individuals perceive others based on weight. Also depending on the results of this study, we can examine to what degree society engages in weight discrimination towards others.

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