

University of Windsor

Scholarship at UWindsor

UWill Discover Undergraduate Conference

UWill Discover 2016

Mar 29th, 2:30 PM - 3:50 PM

The relation between self-silencing, appearance investment, body dissatisfaction, and thin-ideal internalization: A moderated mediation model

Tanja Samardzic

University of Windsor, samardz1@uwindsor.ca

Follow this and additional works at: <https://scholar.uwindsor.ca/uwilldiscover>



This work is licensed under a [Creative Commons Attribution-Noncommercial 4.0 License](https://creativecommons.org/licenses/by-nc/4.0/)

Samardzic, Tanja, "The relation between self-silencing, appearance investment, body dissatisfaction, and thin-ideal internalization: A moderated mediation model" (2016). *UWill Discover Undergraduate Conference*. 4.

<https://scholar.uwindsor.ca/uwilldiscover/2016/session6/4>

This Event is brought to you for free and open access by the Conferences and Conference Proceedings at Scholarship at UWindsor. It has been accepted for inclusion in UWill Discover Undergraduate Conference by an authorized administrator of Scholarship at UWindsor. For more information, please contact scholarship@uwindsor.ca.

The relation between self-silencing,
appearance investment, body dissatisfaction,
and thin ideal internalization:

A moderated mediation model

Presented by: Tanja Samardzic



Supervisor: Dr. Josée L. Jarry



Self-silencing

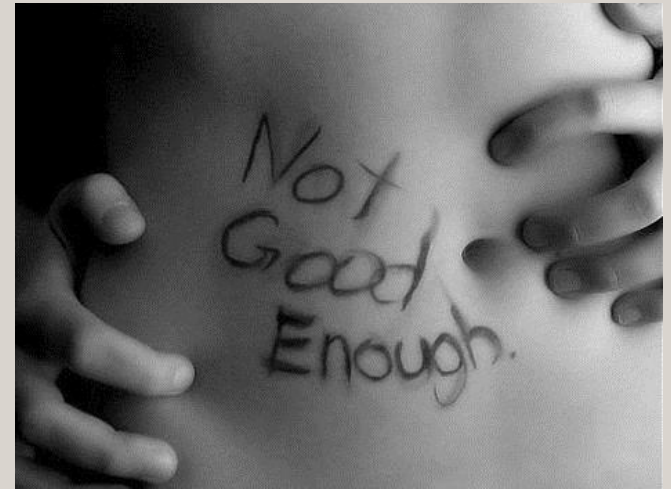
- Depressed women (Jack, 2011)
- What is it?
- Fleury (2004)
 - Self-silencing and negative body image and eating disorder symptoms
- Buchholz et al. (2007)
 - Self-silencing and body dissatisfaction



Body dissatisfaction

- What is it? (Stice & Shaw, 2002)
 - Predicts disordered eating

- De and Chakraborty (2015) study with undergraduate women



Appearance investment

- What is it? (Cash, Melnyk, & Hrabosky, 2004)
 - i) motivational salience
 - ii) self-evaluative salience*
- Cash, Melnyk, and Hrabosky (2004)
 - Women high in self-evaluative salience
- Boersma and Jarry (2013)
 - Undergraduate women and self-evaluative salience



Thin ideal internalization

- What is it?
- Thompson & Stice (2001)
 - Risk factor for body image and eating disturbances
- Thin-ideal internalization leads to higher body dissatisfaction (Stice & Bearman, 2001; Stice & Whitenton, 2002)



Rationale...

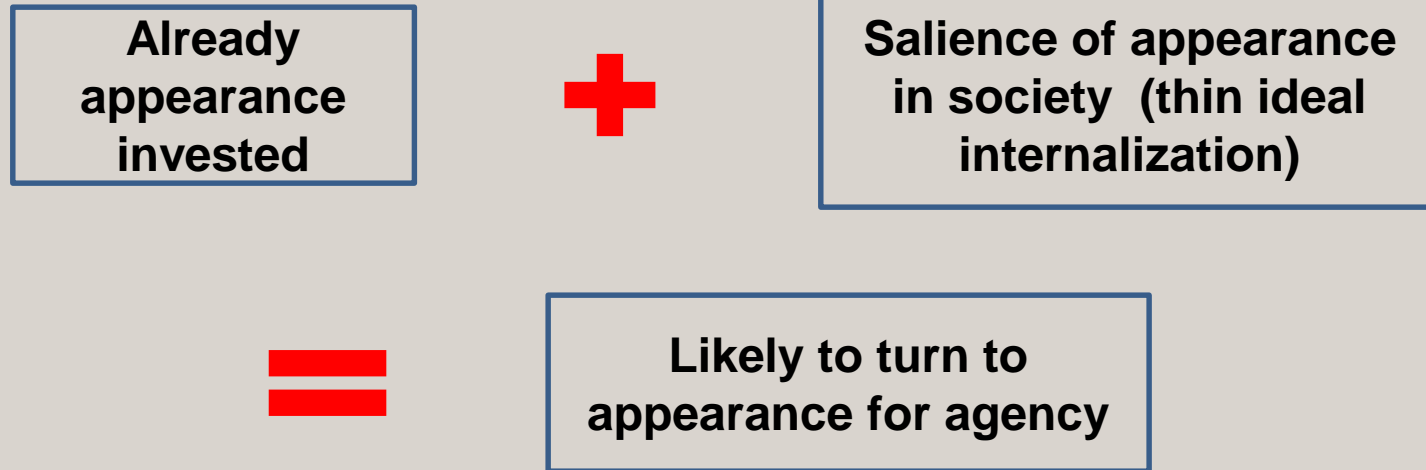


**Importance of appearance in our
current society**



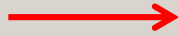
Rationale...

So, why choose appearance for agency?



Rationale...

Highly invested in
appearance (self-
evaluative salience)



Observe self
more



Notice more
flaws



Higher body dissatisfaction



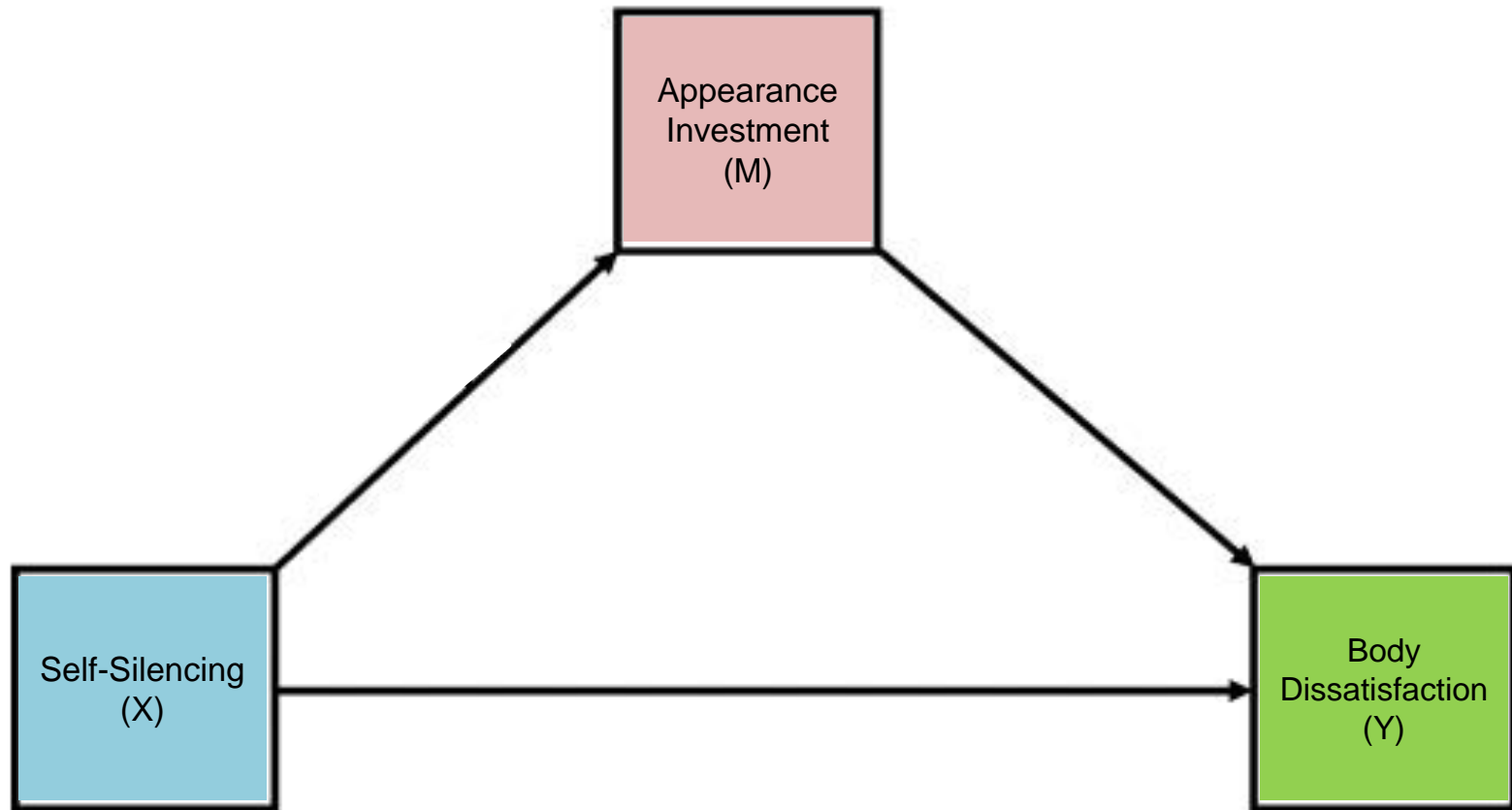
Research Questions

1. Is the relation between self-silencing and body dissatisfaction mediated by appearance investment?
2. Is above relation higher for women higher in thin ideal internalizations than for women lower in thin ideal internalizations?



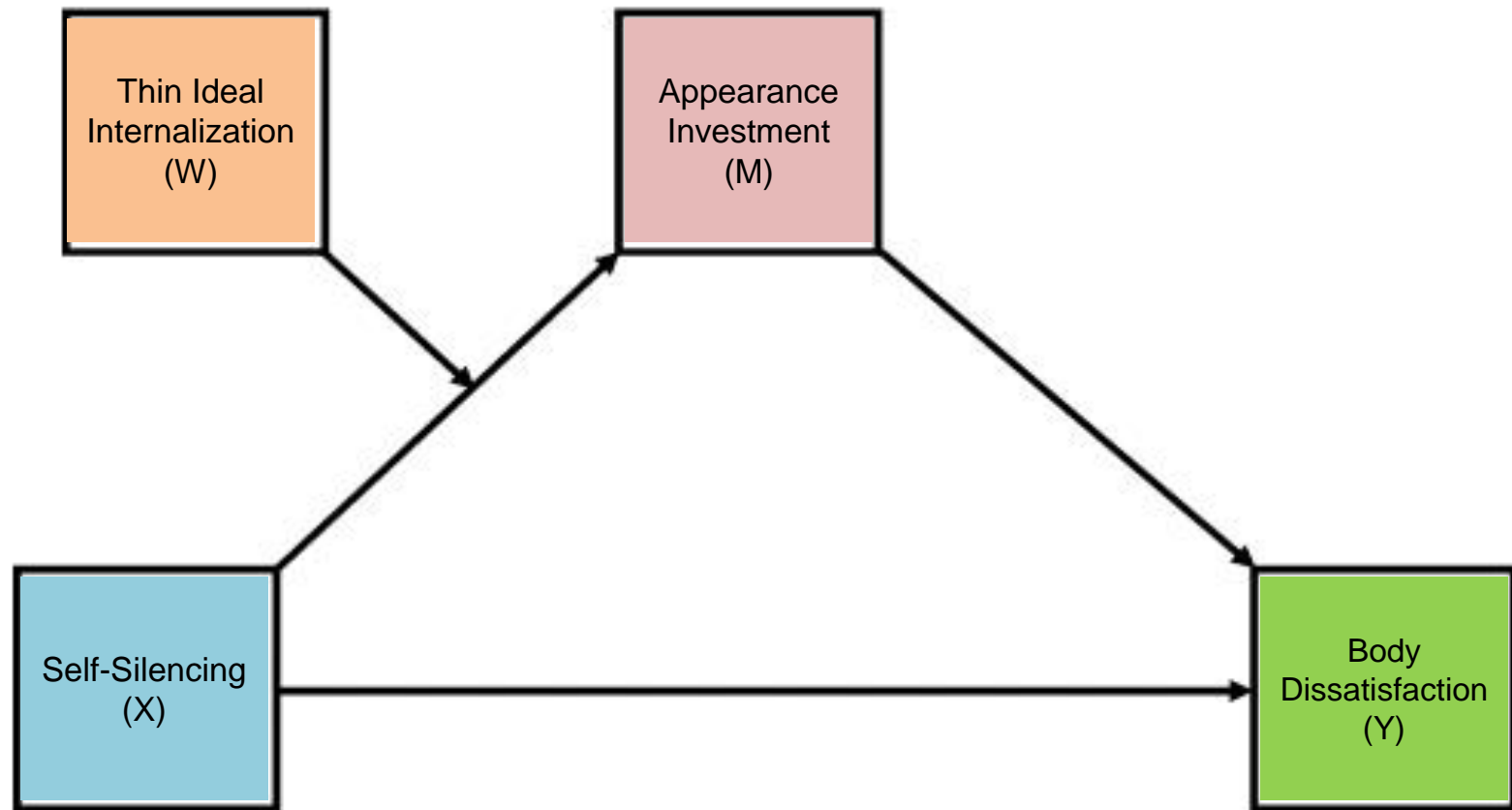
Mediation

- Indirect effect



Moderated Mediation

- Indirect effect dependent on some level of the moderator



The Study

- Online
 - 30 minutes
- Completed 8 measures and a demographic questionnaire
- Eligibility criteria:
 - Female
 - Been in an intimate, heterosexual relationship
 - Never been diagnosed with an eating disorder



Findings

- Accounting for depression, women who self-silence do not become more dissatisfied with their body
 - Without depression, they do
- Why?
- Women who self-silence become more appearance invested
- Why?



Findings

- Appearance investment did not differ based on different levels of thin-ideal internalization
 - Moderated mediation model was not significant
- Other finding: women high in thin-ideal internalization become more appearance invested



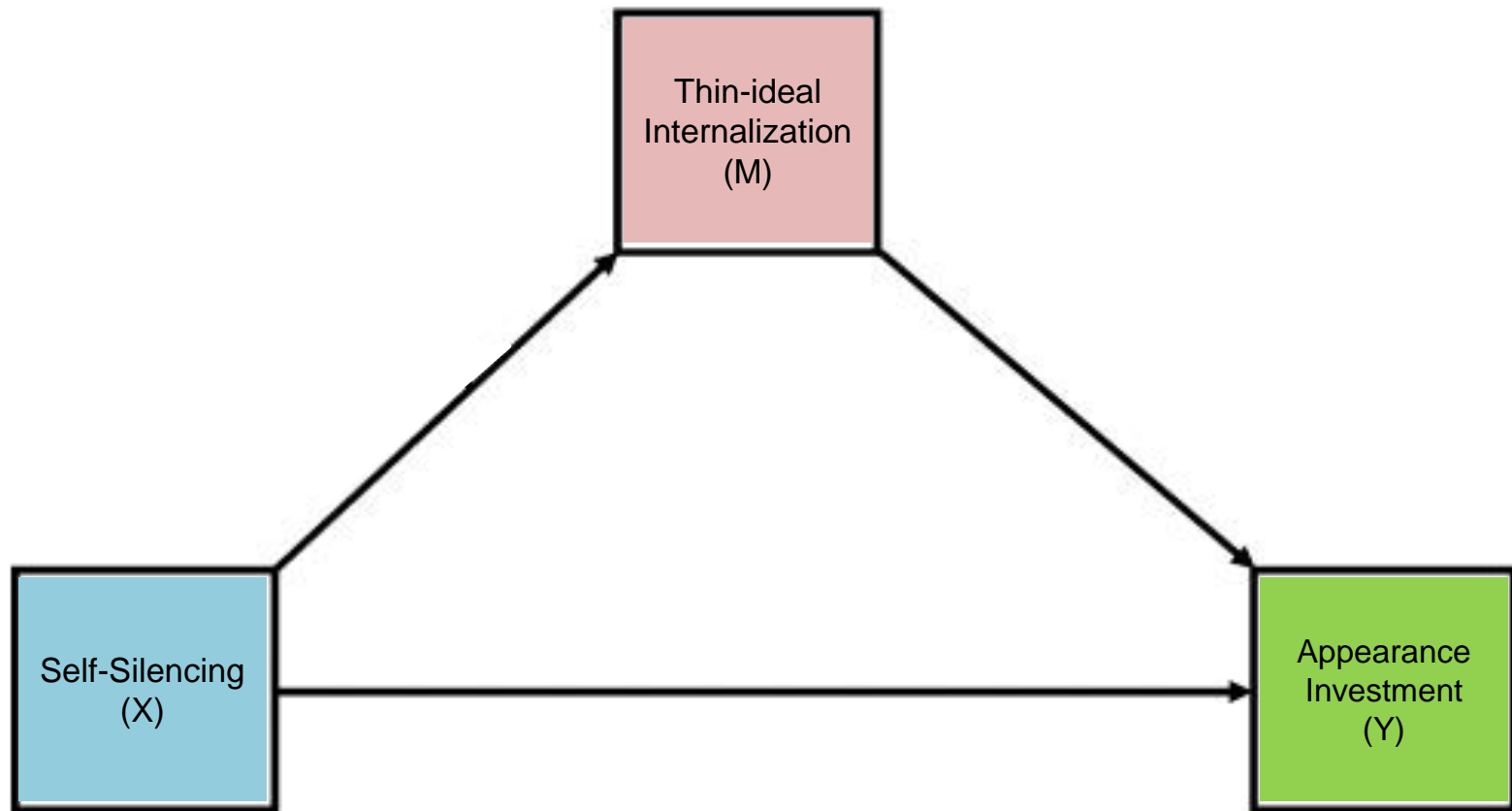
Supplementary Analysis

- Women who self-silence become invested in their appearance
 - Association between thin-ideal internalization and appearance investment
- Mediation?



Supplementary Mediation and Finding

- Indirect effect where women who self-silence and ascribe to society's values of thinness and beauty become more appearance invested



Importance and Directions for Future Research

- Domain of agency selection
- More research on the role of thin-ideal internalization in this association
- Appearance investment and self-worth
- Understanding of a precursor to developing an eating disorder

