

Defining the Effects of Television on the Body Image on the Basis of Adolescents' Opinions

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Abstract

This study aimed to determine the effects of television on the body images of the adolescents at high school. In the study, mixed method was used. Out of 1222 high school students, who completed the "Scale of Satisfaction from Body Parts and Features", 36 students participated in the study according to their scores from this scale. Qualitative data of the study was collected through semi-structured interviews and the interview data was analyzed descriptively. The results of the study revealed that the majority of the adolescents were satisfied with their bodies, yet the males reported more satisfaction than the females. Furthermore, it was seen that the adolescents emulated the ideal body types and features on television that they wanted to have or they did not have and they sometimes tried to resemble these. Moreover, it was determined that most of the adolescents compared themselves with the ideal body images on TV and they sometimes experienced disappointment and pessimism.

Keywords: *Adolescence; body image; media means; television*

Introduction

The body is the first thing perceived in social interaction. The body is always in the limelight and open to other people's evaluations. Thus, the body image is crucial for the development of the body self-respect and general self-respect (Pokrajac-Bulian & Zivcic-Becirevic, 2005). The body image represents a psychological construct with cognitive, behavioral and perceptual dimensions, including attitudes regarding people's own bodies (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). Furthermore, the body image is a multidimensional structure representing feelings, thoughts and behaviors related to a person's own physical features (Muth & Cash, 1997).

The development of body image is a lifelong process (Tantleff-Dunn & Gokee, 2002). The human body constantly changes from the birth till death. The changes in appearances and physical competencies are intensive particularly in puberty. The rapid physical changes occurred along with the maturation in the puberty have important effects on the body image (Cash, 2002). The body image in adolescents is an interpenetrated multidimensional structure which is integrated with identity formation. For females and males; all of the issues such as rapid growing and development, sexual

maturation, identity formation, and strengthening the sexual role in puberty affect the development of the body image (Levine & Smolak, 2002).

The adolescence is the period in which the anxieties on the body images are most distinct (Stice & Shaw, 2002). The physical and psychological changes in puberty increase the strength of the focus on the body (Rumsey, 2002). In this period, the adolescents develop images about what their bodies look like. During adolescence, the anxiety on the body is strong. However, especially in puberty this anxiety gets stronger than the end of the adolescence (Wright, 1989).

The body image is influenced by many factors such as family, friends and culture. Nobody is born with negative body image. The children's experience is shaped with different messages from the society (Davis, 1999). It is clear that having either positive or negative early messages at childhood and adolescence influences the body images at adulthood (Sarwer, Wadden, Pertschuk, & Whitaker, 1998). The socio-cultural factors involving peer and media messages help to shape the body images (Smolak, 2002). Although the socio-cultural factors include many factors such as ethnicity, social class, culture, family, school condition, peer norms and pressure (Abrams & Stormer, 2002), the most important ones are family, peers and media (Smolak, 2002).

The body image is open to change through social effects (Grogan, 1999). In the development of the body image, social learning and early life experience are quite important, such as family's role of being model, the interaction between family and peers, the effects of media and repulsive experience like bullying and teasing (Neziroğlu, Khemlani-Patel, & Veale, 2008). The expectations and standards on the appearance, physical features valued and unvalued by the society, deficiency or possession of these features are transferred by means of social messages (Cash, 2002).

Media is a very effective way to create and communicate social values about appearance. The cultural messages are not only about the sample opinions about the attractiveness and repulsiveness but also expectations based on the gender (Cash, 2002). Media means are strong conveyers of socio-cultural ideals (Tiggeman, 2002). Media contributes to the adaptation of common socio-cultural standards related to physical appearance and attractiveness. Furthermore, it provides a role model by emphasizing certain body types than the others (Wykes & Gunter, 2005). Media reflects the valid social norms. Considering the findings of the studies on the media effects, it can be stated that both males and females tend to feel bad after watching the idealized images. The media figures provide important role models for both females and males under the age of 40. When the presentation of the women on media is analyzed, it was obtained that they were young, attractive and generally white race. On media, the social pressure about the certain body types and sizes on females are more intense than on males (Grogan, 2008). As the images of slim women and muscled men are repeated on media, these forms become the standards of attractiveness. Thus, very negative self-evaluation occurs as long as an individual compares himself/herself with these ideal images (Carlson Jones, 2002).

Although there are many forms of mass media, the most effective one on a child's behavior is television (Santrock, 1997). Television and other mass media forms are important sources for the presentation of ideal body. The advertisements and programs involve social signs for the development of personality (Myers & Biocca, 1992). The magazine articles, television shows and advertisements can contribute to dissatisfaction about the body image and eating disorders by creating a social environment (Spettigue & Henderson, 2004). Mass media plays a significant role in eating disorders by supporting unreal slimness and beauty images (Nathanson & Botta, 2003). Popular television programs are full of attractive celebrities equipped with desirable features. In some cases, children can make self-evaluation by comparing themselves with these celebrities. The discrepancy between

children's self-perception and ideal images can cause them to do unreal comparison (Robinson, Callister, & Jankoski, 2008). For both females and males, unreal beauty ideals on media are important source for social comparison and possible reason for body dissatisfaction (Hargreaves & Tiggemann, 2004).

The adolescents are very sensitive about their body images. As a result of the influence of media and their peers, their interests in clothes and at the same time, their self-consciousness about their appearance increase (Schor, 1999). Furthermore, the adolescents are very intolerant against the body images different from the average such as very fat, very thin, early or late matured. The mass media contributes such intolerance by presenting the models that do not have any visible problems on their body such as acnes, dental braces and weight problems but who are attractive and extrovert. The scenes on the media cause the adolescences self doubt and anxiety (Craig & Baucum, 2002).

When the studies on the effects of television on the development of body images at adolescence are examined, it can be stated that there is a relationship between television images about the ideal body and individuals' self-perception, comparison with others, and body dissatisfaction (Barlett, Vowels, & Saucier, 2008; Blond, 2008; Botta, 1999; Hargreaves & Tiggemann, 2004; Levine & Murnen, 2009; Lorenzen, Grieve, & Thomas, 2004; Myers & Biocca, 1992; Tiggemann & Slater, 2004; van den Bulck, 2000). In this period, an adolescent's acceptance of his/her body and the development of body image depend on many factors. Thus, the question of how television, out of media means, influences directly or indirectly adolescents' satisfaction from their bodies, gains importance.

Purpose of the Study

This study aimed to determine the effects of television on the body images of adolescents at high school. In line with this study, the following research questions are addressed:

1. What are the adolescents' opinions about the in body images?
2. What are the adolescents' opinions about the effects of television on the development of body images?

Methodology

In this study, mixed method was used (Creswell, 2005). The first step of participant selection was a designed with a quantitative approach. Stratified sampling was used to select the participants. Sampling was consisted of 1222 high school students (668 girls and 554 boys) in Eskisehir who were in 1st, 2nd and 3rd years. "Scale of Satisfaction from Body Parts and Features" developed by Berscheid, Walster and Bohmstedt (1973) and adapted to Turkish by Gökdoğan (1988) administrated to the participants in order to measure the satisfaction of the body image in adolescents (11-18 years). The second step of participant selection was for the qualitative part of this study. Criterion sampling method was used to select participants for semi-structured interviews in the sampling of 1222 high school student (Yıldırım & Şimşek, 2005). The main criterion for selecting participants for the interview was participants' scores on the "Scale of Satisfaction from Body Parts and Features". Grade level and gender were also considered as criteria when selecting the participants for interviews. Total of 36 students, 18 students (9 girls and 9 boys) with the highest score and 18 students (9 girls and 9 boys) with the lowest score participated in the qualitative part of the study. Participants were within the age range of 15-18 and there were 12 students from each grade level.

The qualitative data was collected through semi-structured interviews. First, an interview form was developed by the researcher referring to theoretical studies. The interview questions were examined by 10 field experts and the changes were made according to the suggestions. Second, pilot interviews

were conducted with three high school students in order to check the intelligibility and appropriateness of the questions. The main data of the study was collected on 16 April-18 May 2007. All of the interviews were conducted face to face by the researcher. The interviews were conducted at the school directors' offices or school counselors' offices and lasted for 20-45 minutes.

The interview data was analyzed descriptively. The descriptive analysis composes the stages of writing the data on the interview form, developing interview coding keys, coding the interview data to the coding key, comparing codes and reliability, defining the findings and interpretation (Miles & Huberman, 1994; Yıldırım & Şimşek, 2005). Thus, the audio records were transmitted to the interview form without any change by the researcher. Then the themes under which the data were presented were determined by evaluating all of the interviews, considering the sub-goals and research questions, and a thematic framework was developed.

In the following stage, "Interview Coding Key" was constructed and sub-themes and categories were developed according to the participants' answers for each question. The trustworthiness of the study was carried out by the researcher and an expert, comparing the codes. For the inter-coder reliability; the formula of *Reliability: Agreement/Agreement+Disagreement* was used (Miles & Huberman, 1994). The calculated reliability was between 92-98%, and the mean of the reliability was obtained as 95%. At the last stage, the adolescents' opinions were presented within the frameworks of the determined themes and supported with direct quotations.

Findings

The adolescents' opinions on the body images

The adolescents' opinions about the body images were gathered under two sub-themes as their feelings and thoughts about their own bodies and the defined features of the ideal body appearance.

The adolescents' feelings and thoughts about their own bodies

Half of the adolescents in the study explained that their feelings and thoughts about their own bodies were positive and they were satisfied with their bodies. For examples, Berfin stated her satisfaction as *"I am very satisfied with my own body. My weight is appropriate to my height. Since I do sports I develop my body, thus my body is quite beautiful"*. Out of the students who explained their satisfaction with their bodies, 12 were boys while six of them were girls. This finding indicated that the boys were more satisfied with their bodies. Moreover, it can be stated that for the adolescents in the study, who were within 15-18 age range, the satisfaction with own body was not intensified on any age range but very close at these certain age groups. On the other hand, nine of the adolescents remarked that they were satisfied with bodies in spite of some undesired parts in their body appearances. For instance, Zuhale explained this case as *"Indeed, I thought my own appearance is awful. I have some bad parts but nevertheless I find it nice. I have some features that some people would like to have"*.

In addition to these opinions, nine adolescents mentioned that their feelings and thoughts varied. Sevda explained the changes in her feelings and thoughts about her body as *"Now I get taller (...) Nobody recognized me. Everything was changed and I am not still used to this. As if it were not my body. It is like borrowed I hope it will fit. It happens suddenly as if it were another person's body"*. The adolescents stated that immediate and fast changes on the body such as the increase in their heights, weights, acnes, beard, moustache and hairing on the body, change of voice caused changes in their feelings. For example; they indicated that sometimes they faced difficulty in accepting these

changes and sometimes they thought they were getting mature and these changes were normal. Two adolescents expressed their troubles with being overweight while one adolescent complained about his/her slimness. However, most of the adolescents emphasized that they were sometimes satisfied with their bodies and sometimes not. Their moods, peers and their family and peers' negative and positive reactions were effective on their feeling about their bodies.

When the adolescents' feelings and thoughts about their own bodies were examined, it was noticed that most of them had positive feelings and thoughts about their bodies and they were satisfied with their bodies. Furthermore, it was revealed that some of the adolescents' feelings and thoughts varied as negative or positive depending on their experiences, their moods and their peers and family's negative and positive reactions.

The adolescents' definition of the features for the ideal body appearance

Regarding the ideal body, the girls and boys defined different features. Most of the boys (13 adolescents) defined the ideal body as fit body which is tall, well-built, well-proportioned height and weight. Related to this issue, Tugay identified the ideal body as *"He should be tall but not thin. He would be a bit well-structured, muscled"* while Blue stated that *"If I were a bit more well-built, I would be happier. Yes I am well-built but thin. I would be glad if I were a bit fatter"*. On the other hand, more than half of the girls (11 adolescents) mentioned that they want a tall but slim body. In this sense Burçin told that *"well I have some friends who are size zero. I also want to be like them. Very tall and thin"* yet, Aynur explained that *"you know it is always emphasized that 90-60-90 is the best. In fact, my sizes are appropriate except my potbelly. I have problems only on my belly and a little at height. When I look at my peers, they are taller than me"*.

On the other hand, five of the adolescents explained that they did not have any ideal appearance in their minds. For example, Bengi stated that *"A person would be happier if she loves herself. I do not have any ideal body appearance"*. Furthermore, some of the adolescents (4 adolescents) defined colored eyes as ideal while three adolescents claimed that their bodies were ideal. Regarding this, Gökhan stated that his body was ideal as *"Person should be as he is. We should do the ideal. What we see cannot be ideal"*; besides Berfin expressed that *At first I was emulated a lot; I hoped I had a body like models. However as I got matured I understand that I am what I am"*. Furthermore, one adolescent put forth that s/he wanted an average body that would not attract much attention, yet another adolescent claimed that long hair is the ideal.

When the adolescents' opinions about the ideal body appearance were examined, it was observed that except five adolescents, all of the adolescents defined the ideal body features. Moreover, it was revealed that the male adolescents defined the ideal body as fit body which is tall, with well-proportioned height and weight while the female adolescents perceived tall and slim body as ideal. Very few students mentioned about hair and eye color. Additionally, some of the adolescents perceived their own body features as ideal.

The adolescents' opinions about the effects of television on the development of body image

The adolescents' opinions about the effects of television on the development of body image were gathered under three sub-themes; these are the body types and features foreground on television programs, the body types and features that the adolescents see on TV, admire and want to resemble, the effects of the scenes of the ideal body types and features on TV on the body image.

The body types and features foreground on television programs

Regarding this, 16 of the adolescents told the women, who are tall, beautiful and with 90-60-90 sizes, and heavy make-up, come into prominence on TV. In this sense, Fadime stated that *"The body type that I encountered most frequently is tall, thin beautiful women. Generally fat women are not shown so much. We mostly see the models"*. Likewise, Tosun mentioned that *"I generally see tall and thin people. Women are very slim, sometimes the fat people are shown but very less"*. Similarly, 14 adolescents also pointed out that beautiful, resembling each other and perfectionist types are selected on TV and they do not generally reflect the majority of the society. For instance, İlknur stated that *"they imply that only slim people live in this society. However, in fact, when we look at the society, it can be seen that most of the people do not have bodies like models"*. Additionally, Uğur put forth that average people are not reflected on TV as *"When we look at clips, people resemble each other. You know, all of them are tall. Whenever I watch TV, all types look like each other"*. The adolescents mentioned that the ideal body appearance are often presented primarily on magazine programs, music clips, and on Turkish and foreign films.

12 of the adolescents stated that, tall, well-built and fit body types are mostly encountered for men. For example, Baran explained the body type for the men as *"The men who are tall, well-built and fit are generally shown. I like the body types like David Beckham, who are fit, with apparent core and arm muscles but not too much muscled"*. On the contrary to this opinion, six adolescents claimed that the men on TV generally have normal features and they do not have certain standards. In this issue, Gökhan mentioned about the lack of standard for the men's body type as *"Men are not so much mentioned on magazine programs. Women are much on foreground. There is no certain body type for men. It is not so for women; they are so much slim and thin"*.

Five of the adolescents explained that the women come into prominence with their racy clothes, on the other hand, four adolescents emphasized that there are distinctive clothes, hair styles and different conversation for more rating. Yet, three adolescents stated that they encountered all kinds of body types on TV.

Considering the adolescents' opinions about the body types and features foreground on television, it could be stated that for women; the body types which are tall and beautiful, with 90-60-90 sizes, and heavy make-up at the same time with racy clothes come into prominence. Majority of the adolescents agreed on the features of ideal women type on TV. On the other hand, it was stated that for men, the body types which are tall, well-built and fit are mostly encountered. On contrary to this opinion, it was also claimed that the men on TV generally have normal features and there are no certain standards for them. In this case, for women, an ideal body type which is much more distinctive and emphasized emerges, yet for the ideal body types of men, there are different opinions. Furthermore, it was also claimed that the types that are beautiful and perfectionist but resembling each other are selected on TV and they do not reflect the majority of the society.

The body types and features that the adolescents see on tv, admire and want to resemble

Related to the body types and features that the adolescents see on TV, like and want to resemble, they made some definitions. 11 of the adolescents explained that they like tall, slim and beautiful women. In this issue, Arzu stated that *"I saw size zero a lot. Well, to be thin at first and taller... it would be better. Sometimes we talk about whether we should have an operation to get taller or not"*. On the other hand, Sevda explained her fancy and features that she wanted to resemble as *"For instance, I really admire Doğa Bekleriz's (model) body. Gülşen (singer) had size zero for some time, I said I wish I were like that. As I said, I am emulated but I cannot do"*. Out of the adolescents that

agreed on this opinion, two of them were boys while nine were girls. The girls exemplified the models and singers such as Gamze Özçelik, Doğa Bekleriz and Gülşen and they emphasized that they admire tall, slim and beautiful women and they want to be resemble them. Similarly, the boys stated that they like the women with these features.

Nine adolescents remarked that they admire tall, fit, strong and athletic body types. For instance, Kemal defined the body type he liked on TV as *"There are some pop singers, you know they show their muscles. The girls mostly love them. I also admire the ones with tall, strong, athletic built"*. Nine boys who agreed on this opinion explained the body features they admired and wanted to look like by exemplifying the sportsmen like David Beckham, Ronaldino and actor like Tarık Akan, Mehmet Ali Bora, Kenan İmirzalioğlu, Levent Üzümcü.

While seven adolescents stated that they liked the ones who are tall and with normal weight, four adolescents expressed that they admired the proper people who have fit body and clothes, and charismatic speech. For instance, Murat emphasized the significance of being tall as *"The body height is very important for men while for women leg height is important. Most perfect types are shown or after they were made perfect, they were on TV. Weight can be normal"*. On the other hand, Usami highlighted the features like clothes and speech as well as proper body as *"I really liked Ahmet on 'Hatırla Sevgili'. He is very charismatic, he had proper body, good job and he wears suits and his speech is very proper...I really like"*. Furthermore, while three adolescents stated that there are some actor/actirist they like in terms of body appearance and other features, some of the adolescents explained that there was nobody they admired in terms of body appearance.

Taking into account the adolescents' opinions about the body types and features they saw on TV, admired and wanted to resemble, it drew attention that most of both girls and boys wanted to be tall. Additionally, it was noticed that while the girls desired to be thin and slim the boys desired to have a tall, fit and athletic body. In addition to proper appearance, the significance of clothes and speech were also emphasized.

The effects of the scenes for the ideal body types and features on tv on adolescents' body image

More than half of the adolescents (21) expressed that among the ideal body types and features on TV, they emulated the features that they desire to have or they did not have. Regarding the features they want to have, Ahmet stated that *"I want to be like them. I want to have wide shoulders. I also want to be tall. Before sleep, I eat honey and egg"*, likewise Bahar mentioned her desire for the ideal body type as *"Models have long legs. I have so much difference from them. I think as if I were like that. Everybody would look at me"*. When the adolescents' answers to this question, it was observed that both girls and boys compared their body features with the ideal body features on TV and often mentioned the statements like *"I wish I were like that"*, *"I would try to be like them"*. Moreover, it was noticed that some adolescents felt disappointment and pessimism as a result of such comparison. Additionally, they considered that they would attract opposite sex's attention more if they had such features. Some of the adolescents mentioned this opinion, and expressed that to have these desired features, they tried to diet, change nutrition order and weight training while the others expressed that they were just emulated these but did not make any effort.

Eight of the adolescents stated, that they were not influenced much from the scenes of the ideal body on TV since they were at peace with their bodies. For instance, Gizem emphasized that she was not so much influenced from such scenes on TV as *"I do not take the scenes on TV so much serious (...)"*

Because they have so much money that they can have everything done. I do not think they are natural beauties”.

Four adolescents pointed out that the scenes of ideal body on TV influenced them negatively and they found these bodies very beautiful while they think their own bodies were average. On the other hand, three adolescents claimed that they could take the features they liked and adapted to themselves. In this sense, Elif explained how she felt against TV scenes as *"They are very beautiful but considering them, I am very simple. This influences me negatively. Even if I dressed up so much, I would not be like them"*. It can be stated that comparison with the ideal body features and failure to reach these ideals, negative feelings and dissatisfaction are striking among participants. On the other hand, Erhan explained how he could adapt the desired features to himself as *"If I like, I try to resemble myself physically to him and behave like him and try to be like him. Since he attracts attention, I would want that too"*. These statements indicated that they were emulated the ideal body scenes on TV, desire to resemble them and attract attention in this way.

Two adolescents explained that a standard on the ideal body was constructed since these scenes were repeatedly presented to them, thus it was necessary to appear like them. Aynur emphasized this as *"The models have long and smooth legs. Since I am short I admire them. Because they are put into our eyes and even in your nose all the time, so it is required to appear like them. There is a standard"*. Considering these statements, it can be stated that frequent emphasis of the ideal body scenes on TV causes a pressure on the adolescents.

When the adolescents' opinions about the effects of ideal body types and features on TV on the body images were examined, it was seen that the adolescents were emulated the features that they wanted to have or did not possess and they compared themselves with these images on TV. Additionally, it was revealed that these scenes influenced them negatively, and against the ideal body scenes they felt simple, besides they tried to adapt the features they admired to themselves. Only eight adolescents mentioned that they were at peace with their bodies and they were not so much influenced from these scenes. In this case, it can be stated that the ideal body scenes on TV influenced directly and indirectly the body images of both female and male adolescents.

Results and Discussion

In the study, important findings related to the adolescents' body images and the effects of television on this were revealed. Firstly, it was observed that the majority of the adolescents were satisfied with their bodies and they had positive feelings and opinions about their bodies. Regarding this, it was seen that the male adolescents reported more satisfaction with their bodies than the females. Similarly, in the studies on the satisfaction with the body image in adolescence, it was obtained that the girls had more body dissatisfaction (Barker & Galambos, 2003; Bearman, Martinez, Stice, & Presnell, 2006; Çok, 1990; Gökdoğan, 1988; McCabe & Ricciardelli, 2001). The reason why the girls had more body dissatisfaction in comparison with the boys can be explained by the idea that the social ideal body standards for women are more certain and these standards are often reflected by family, peer and media than those for men. In western societies, many women are exposed to socio-cultural pressure related to slimness and beauty (Hensley Choate, 2005). On media, the social pressure about the certain body types and sizes for women are intensive than for men (Grogan, 2008). It is claimed that for men' self-description, general appearance and body type are less important. This case means that there is less pressure on men to reach a certain body type (Levine & Smolak, 2002).

The second important finding of the study was related to the features that the adolescents defined for the ideal body appearance. Thus, it was revealed that the male adolescents perceived a tall, well built and fit body with well-proportioned weight and height as an ideal body while the female adolescents defined tall and slim body as an ideal body. Apart from these features, very few participants mentioned about hair and eye color. Considering these definitions, it can be stated that mostly the features related to body weight and sizes were accepted as ideal body features. MacCabe and Ricciardelli's (2001) study pointed out that the female adolescents tend to lose weight while the males tried to increase the proportion of muscles. Likewise, in Demir's study (2006), it was determined that the female adolescents desired to be taller and slimmer. Moreover, as Leit, Pope and Gray's (2001) study clarified, in the cultural norm related to male body, there has been an increase in the tendency to be muscled since 1990. Furthermore, it was found out that there is a relationship between the body-mass index and body dissatisfaction for both males and females (Grogan, 1999; Holt & Ricciardelli, 2002). These results also supported the finding of the study that for the ideal body types mostly body weight and sizes were focused. The reason for this can be the emphasis of slimness for women and being muscled for men, from different sources, in terms of ideal body features in the society.

Another important finding of the study is that the body type and features that mostly come into prominence on TV differ in terms of gender. It was expressed that for women, the body types, which are tall, beautiful, and with 90-60-90 body sizes and with heavy make-up, are on the foreground with their racy clothes as well. On the other hand, there were two contrary opinions for men's body types as generally tall, well-built and fit body, or conversely without any standard but with normal features. These findings indicated that more certain ideal body type for women was agreed but there were different views on the ideal body of men. When literature was reviewed about this issue, it was realized that although the ideal men body presented on media is not so clear (McCabe & Ricciardelli, 2001), the basic opinion about the body image among the men is to have muscled body. Additionally, as a result of exaggeration of the slimness ideal, low body weight has become a feature defining the women's beauty (Carlson Jones & Crawford, 2006).

The results on the body type and features that adolescents admire and want to resemble indicated that female adolescents, desire to be tall, and slim and male adolescents desire to have tall, strong, fit and athletic body were very intensive. It was striking that most of the adolescents desired to be tall. Moreover, there are big similarities between the body type and features that adolescents admire and want to resemble, the features they defined for the ideal body appearance and the body types and features foreground on TV. If these results are compared, it can be stated that the ideal body scenes on TV are important sources for comparison and taking as a model. The studies on this issue also reached similar results. It was obtained that the ideal body scenes on TV increases the appearance comparison (Hargreaves & Tiggemann, 2004; Tiggemann & Slater, 2004) and there is a relationship with the internalization of slimness ideal (Levine & Murnen, 2009).

The last important finding of the study revealed that the ideal body types and features on television influenced the adolescents' body images differently. Primarily, if there were any ideal body type and features that the adolescents wanted to have or they did not have, they emulated them and they sometimes made effort to resemble them. Moreover, it was realized that most of the adolescents compared themselves with the ideal body scenes on TV and they sometimes experienced disappointment and pessimism. In this sense, some of the adolescents explained that they were influenced by the ideal body scenes on TV negatively, thus they felt simple, and they even adapted some desired features to themselves. On the other hand, few of the adolescents mentioned that they were not influenced much by these scenes. Participants who indicated that they are not affected by the images on TV stated that they do not believe in the reality of those images. They stated that

those "perfect" images are created by nice clothes, heavy make-up, and plastics surgeries. In this case, it can be claimed that the ideal body scenes on TV influence both male and female adolescents' body images negatively either directly or indirectly. Similar results were drawn in the related studies. It was revealed that the ideal scenes on television affected the girls' (Botta, 1999; Myers & Biocca, 1992) and boys' (Blond, 2008; Lorenzen et al., 2004) body satisfaction negatively. When all results are evaluated together, it can be stated that the ideal body scenes on television influenced the adolescents' feelings and opinions about their bodies negatively and they stimulated the adolescents to resemble these ideal bodies.

This study reached important results about the effects of ideal body scenes on television on the adolescents' body images. However, there is a need for further studies to investigate which ideal body appearances are presented more in which television program in Turkish culture. Ethnographical qualitative studies could contribute to deepen such studies. Additionally, in order to observe the effects of ideal body scenes on TV, the necessity for experimental studies is also clear. In the light of these results education programs for parents and teachers can be organized. Through these programs parents and teachers can be informed about how to minimize the negative effects of television on body image on adolescent. Moreover, education programs for children and adolescent about preventing negative body image can be organized.

Note: In this study, out of the findings obtained in the doctorate dissertation, titled as "Investigation of the effects of family, peer and television on the development of body image at adolescence", the qualitative findings related to the effects of television on the adolescents' body images were presented (Dinç, B. (2010). Investigation of the effects of family, peer and television on the development of body image at adolescence. Doctoral dissertation, Advisor: Prof. Dr. Fatma Alisinanoğlu. Ankara: Gazi University Graduate School of Educational Science)

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