

**BODY IMAGE AND WEIGHT CONTROL BEHAVIOR: A STUDY
OF HIGH SCHOOL FEMALE STUDENTS**



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BODY IMAGE AND WEIGHT CONTROL BEHAVIORS: A STUDY OF HIGH SCHOOL FEMALE STUDENTS

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ABSTRACT

This investigation was to study the meaning of knowledge, belief and experience related to the self body image linked to weight control behavior among female high school students. Qualitative research was employed among 12 sixteen-seventeen- year old female students studying in senior high school.

Findings were that they defined their self-body images in 3 dimensions. First, they saw their bodies as parts and sized them in parts such as arms, legs, breasts, waists, hips, and abdomens. Second, they defined their self-body images as pair of opposites, which was that the shape that appealed to them was contradictory to what they had at the moment. For example, those who thought they were short wished to be taller or those who thought they were fat wished to be thinner. Third, they defined their self-body images by viewing them in comparison to others. They compared their existing bodies with the past ones. They compare their bodies with others either their friends, family members and even those they admired or those they met or in the media. Female adolescents negatively defined fatness rather than positively. It negatively affected them. It was compared to a spinster, idleness, and a buffoon. It was problematic and it was an enemy. However, on the contras they also positively defined fatness, as lovely and warm. In addition, they related it to health; i.e. it was a health risk. Related to slimness, they defined it positively than negatively. It was modern, feminine, active and created confidence. Though they desired to be thin, they negatively defined it. Slimness was disheartening, and pitiful. Related to beauty, they defined it as proportion and balance. There should be both external beauty so that other people would like to get to know them and also internal beauty, which was the mind, which could create lasting friendship. Beauty linked the body and femininity. In relation to weight control behavior, it was found that the female adolescent used techniques of dieting with exercise most followed by either only dieting or exercising. Finally, using the laxative for reducing one's weight.

Friends, parents and media influenced them in selecting the techniques. It was found that weight control behavior was selected, they had no discipline to continue with it. Such behavior happened only for the purpose of reducing their weight and their shape. If it worked, they would stop or otherwise return to do it again.

KEY WORDS: BODY IMAGE/ WEIGHT CONTROL BEHAVIOR

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ภาพลักษณ์ร่างกายกับพฤติกรรมการควบคุมน้ำหนักของวัยรุ่นหญิง: การศึกษานักเรียนหญิงชั้นมัธยมศึกษาตอนปลาย (BODY IMAGE AND WEIGHT CONTROL BEHAVIORS: A STUDY OF HIGH SCHOOL FEMALE STUDENTS)

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาการให้ความหมายเชิงความรู้ ความเชื่อ และประสบการณ์เกี่ยวกับภาพลักษณ์ร่างกาย ที่เชื่อมโยงกับพฤติกรรมการควบคุมน้ำหนักของวัยรุ่นหญิงในระดับมัธยมศึกษาตอนปลาย กระบวนการศึกษาใช้เทคนิควิธีวิจัยเชิงคุณภาพ กลุ่มตัวอย่างเป็นนักเรียนวัยรุ่นหญิงอายุ 16-17 ปีที่กำลังศึกษาอยู่ในชั้นมัธยมศึกษาตอนปลาย จำนวน 12 คน

ผลการศึกษาพบว่าวัยรุ่นหญิงได้ให้ความหมายภาพลักษณ์ร่างกายตนเองไว้ประเด็น ดังนี้ ประเด็นแรกมองร่างกายตนเองแบบแยกส่วน พิจารณานาถของร่างกายออกเป็นส่วนๆตามอวัยวะต่างๆ เช่น แขน ขา ออก เอว สะโพก หน้าท้อง เป็นต้น ประเด็นที่สองให้ความหมายภาพลักษณ์ร่างกายตนเองแบบแยกคู่ตรงข้าม กล่าวคือรูปร่างแบบที่วัยรุ่นหญิงปรารถนานั้น เป็นสิ่งที่ตรงกันข้ามกับร่างกายของตนเองที่มีอยู่ในปัจจุบัน เช่น คนที่คิดว่าตนเองเตี้ยก็อยากจะสูงขึ้น หรือคนที่คิดว่าตนเองอ้วนก็อยากจะผอมลง ส่วนประเด็นที่สามคือให้ความหมายภาพลักษณ์ร่างกายตนเองโดยการมองร่างกายเชิงเปรียบเทียบ โดยเปรียบเทียบร่างกายของตนเองที่มีในปัจจุบันกับร่างกายที่เคยเป็นในอดีต การเปรียบเทียบร่างกายตนเองกับบุคคลอื่น ไม่ว่าจะเปรียบเทียบในกลุ่มเพื่อน บุคคลในครอบครัว แม้กระทั่งบุคคลที่ตนเองชื่นชอบ หรือพบเห็นตามสถานที่หรือสื่อต่างๆ วัยรุ่นหญิงให้ความหมายต่อความอ้วนของวัยรุ่นหญิงในเชิงลบมากกว่าการให้ความหมายเชิงบวกว่า ความอ้วนนั้นส่งผลภาพลบต่อตัววัยรุ่นหญิง คือ ความอ้วนนั้นเปรียบเสมือนความทึบทึก ความเกียจคร้าน ตัวตลก เป็นตัวปัญหาและเป็นศัตรูของผู้หญิง อีกด้านหนึ่งวัยรุ่นหญิงได้ให้ความหมายเชิงบวกของความอ้วนไว้คือ ความอ้วนคือความน่ารัก อบอุ่น นอกจากนี้วัยรุ่นหญิงยังให้ความหมายความอ้วนที่สัมพันธ์ต่อสุขภาพคือ ความอ้วนนั้นเป็นภาวะที่เสี่ยงต่อโรค การให้ความหมายความผอมของวัยรุ่นหญิงนั้น วัยรุ่นหญิงได้ให้ความหมายเชิงบวกมากกว่าความหมายเชิงลบ คือ ความผอมคือความทันสมัย ความเป็นผู้หญิง ความคล่องแคล่วและทำให้เกิดความมั่นใจ ถึงแม้ว่าวัยรุ่นหญิงส่วนมากต้องการจะมีรูปร่างที่ผอมบาง แต่ก็ได้ให้ความหมายความผอมในเชิงลบคือ ความผอมเป็นความห่อเหี่ยวน่าสงสาร ส่วนความคิดเห็นต่อความงามวัยรุ่นหญิงได้ให้ความหมายความงามไว้ว่า ความงามคือความสมส่วน สมดุล ซึ่งความงามนั้นควรจะเป็นความงามทั้งภายนอกคือรูปร่างหน้าตาที่ทำให้บุคคลรอบข้างอยากเข้ามาทำความรู้จักด้วย และความงามภายในซึ่งเป็นจิตใจ ที่จะสามารถรักษามิตรภาพให้ยั่งยืน และความงามนั้นมีความสัมพันธ์ของร่างกายกับความอ้วน ประเด็นของพฤติกรรมการควบคุมน้ำหนัก พบว่าวัยรุ่นหญิงใช้วิธีควบคุมอาหารและออกกำลังกายควบคู่กันมากที่สุด รองลงมาคือควบคุมอาหารหรือออกกำลังกายอย่างเดียว อันดับสุดท้ายคือใช้ยาลดน้ำหนัก

เพื่อน ผู้ปกครอง และสื่อต่างๆ มีอิทธิพลต่อการเลือกวิถีในการควบคุมน้ำหนัก กล่าวคือ จะพบว่าพฤติกรรมการควบคุมน้ำหนักที่วัยรุ่นหญิงเลือกใช้นั้นไม่ว่าจะเป็นวิธีใดก็ตาม วัยรุ่นหญิงไม่ได้มีวินัยปฏิบัติให้เกิดพฤติกรรมอย่างถาวร ซึ่งการเกิดพฤติกรรมดังกล่าวมีวัตถุประสงค์เพียงเพื่อต้องการลดน้ำหนักและสัดส่วนของตนเองลงเท่านั้น ถ้าได้ผลก็จะเลิกทำ หรือถ้ากลับมาอ้วนขึ้นก็จะกลับมาปฏิบัติอีกครั้ง

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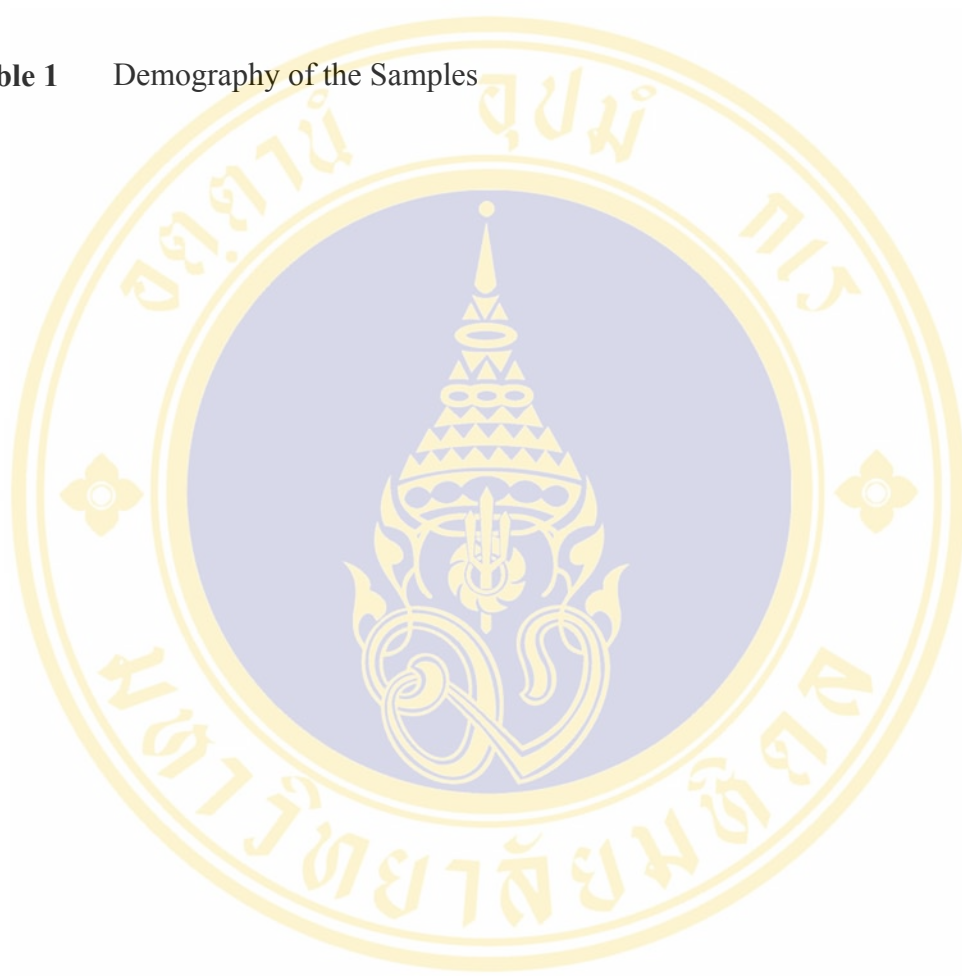
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CHAPTER 1

INTRODUCTION

1.1 Significance and Background of the Problem

During recent 3 decades there were dramatic changes of structures, and global basic economy, human beings crossed the industrial revolution and the social economy was shifted from the agricultural economy to the industrial economy and the service economy. (Rangsan Thanapornphan, 2003:7-20)

From the changes of the social and economic structures in association with the current of consumerism and capitalism were playing more roles in defining the body image and beauty of female body. Formerly, women in every culture and in every era were proud to be huge counting fatness as the symbol of prosperity, wealth, success and survival capacity including the fertile reproduction model. (Woman Network Project for Health, 1996:10). Freeman (referred in Christina Lee, 1998:125) said about the social process affecting building different values on body among man and woman that man should be strong, huge and manly while the woman was created in opposition, i.e. shaped to attract the opposite sex. (Lucy C. Blowers et al. 2003)

But at present, societies define norms on beauty image of female that being slender, and ever fair skin prove attention to one's body and health and lead to life achievement better than those who are not. (Mimi Nicther and Nancy Vuckovic, MorMorPor:114-117). In particular, capitalism is focused on maximizing profit, over exaggerating to define and prioritize one's products through advertisement and media regardless beauty products like soap, shampoo, skin lotions, dietary supplement, and health drinks sugar free helps to be slender, tall, fair, pretty, bright and attracting men.

Social definition of a body was essential to be the center of building self-identity of each one perceived by others. Looking at the body of not being the body project but endlessly changed and developed was by self care, fasting, make-ups, exercises and so on. Negligence to such things would be labeled as easy-going and

laziness. Societies built the female body as a social constructed body. (Chris Shilling, 1993:4). It was presented through media of discourses in controlling the female body such as TV and magazine advertisement by proposing one's products either medicine or health products to keep beauty in every part of the body whether be it skin and shape. Weight control and shape-care had to follow what were determined by discourses and societies. It becomes beauty values among people of today. Say, a beautiful lady was needed to be slim, and fair complexion, which turned her battling with her body in order to be accepted from the majority of the societies. (Maree Burns and Nicola Gavey, 2004:549-562)

Standardizing the female beauty began in every era and in every place in societies, e.g. wrapping feet of the ancient Chinese women, pinching the waist of the Victorian ladies or even determining ideal shape of being fit, slender, strong, and healthy. All these tortured and harmed the female mind and body. They directly affected their health because the shape by social constructed was not always healthy. (Mallika Mattiko, 2002:40)

Ways of life and human status at present are identified by outer body rather than judged by internal values of an individual through the social process to be the individual beauty. In association with, the unrealistic ideal of media affected the standardization of an individual. It is proved by presenting renowned persons in societies such as celebrity, songsters, actors, and models who are slim and their appearances are presented as healthy. Health and beauty business helps building image and recognizes that thinness is the standards of beauty. This boosts countless beauty industries, e.g. de-weight courses, facial massage courses, skin brush, cosmetic industry and so on. (Woman and Knowledge, 2002:10-14)

Wit stress by discourses of shape and beauty relating feminism as above by standardizing the beauty image through the social norms and pressing slim through media with building values of slender allowed women either working woman, or housewife or even female adolescent fearing anorexia. (Wissaraporn Nilpetcharat, 2003:14) They felt uncertain about shape, and self-image turning distrust to one's body thinking that one was fat though in reality it was not but societies said it was. In association with negatively depicting the fat image mixing with optional laxatives. Finally, the selfness and the social constructed body affected all females attempting to

control themselves under the social norms. It is found they applied all possible ways that the shape was accepted either proper or improper, such as weight control, exercises, dietary supplement, fasting and laxative and so on. (Diane O. Tyler et al., 1997:417)

Ability to control oneself ignoring destructive to health might cause life such as bulimia and anorexia conditions related to irregularity of dining. The west met 8.1% rate per 100,000 population and 0.28% were female adolescents. Bulimia was found 11.4% per 100,000 population and 1.0% were female adolescents and 5% were found dead caused by heart failure and nephritis. (Christina Lee, 2002:129)

Beside finding on consumption behavior, the laxatives was another problem because these drugs brought nervous pressures, reduced appetites and affected functions of the brain, the heart, the kidney and other systems which might lead to either life or malnutrition caused by insufficient eating. Some were not fat or overweight, still behaved in such a way. (Weera Dulchooprapha, 2000:12-13)

By defining beauty related to such body image, adolescents were a group being affected by such discourses. Rationally, they were growing interested in their shape naturally and concerned about dearness and accepted by the lover and the outsiders. The social values would press them into that direction and grew to be their internal needs of wishes, happiness and satisfaction when being accepted. They felt their values and acceptance, which would stabilize their living. In addition, societies paid values on physical perfection such as good looking and attractive shape. These allowed persons of not good-looking and not attractive got inferiority, and sought to eliminate this inferiority with countless techniques (e.g. beauty surgery). Even being fatal, they are happy to rebuild their new image accepted by societies. (Kriangssak CharoenwongsaK, 2001:25-33)

Rationally, when entering adolescence there were physical changes of their shapes and bodies by age. This turned them to care for their bodies more fearing alienated to others and would be compared and rejected by peers. (Pramuan Dickinson, 1977:147). They need to follow their friends and the majority such as dressing, in-trends. With the present trends of fashions, it prefers to show the body and the shape like single strip, breast capped sleeveless, opened-waist, tight pants and so on. It allows in-trend beauty of present adolescents needed to be slim like the fashion

models (Sirirat Raekjamnong and Somporn Kladkaew, 2002:57-59). So, the chubby or the fleshy adolescent turned to reduce their weight to become slim and it is in-trend. De-weight clinics sprang countlessly and even laxatives and various products bought for taking. These drugs sometimes were positive to health causing down-syndromes or emotion and another systems of the body. Significantly, adolescence was the turn between youth and adulthood. It was the time for their inside and outside readjustment and development of learning to rapidly adopt things. However, it was depended analytical thinking. Had it been wrongly behaving, it would have affected to themselves and societies to the moment and during the adulthood. So, it should be handled and advised to follow correctly because children and youth were buds of the Thai population who would grow and build the future of the nation. Taking interest and prioritizing their ways of life at the moment became indispensable tools to mechanize solutions of problems (Ornsom Suddhisakhon, 2001: 7).

As said above, the body image and the weight control behavior of adolescents were counted their problems to control their bodies following societies and the majority's acceptance with defining that it was valuable and healthy body. But, such deeds affected health because adolescents were growing and needing nutrition to develop their bodies, brains, and learning achievement. These affected all dimension of their growth regarding their brains, bodies, thinking development, and decision-making from youth till adulthood. They would be the forces to develop the nation especially, female adolescents who would grow for further reproduction.

So, it was vital to study the Body Image and Weight Control Behavior: a Study of High School Female Students to investigate its meaning under the youth cultural context and goals of correct and incorrect weight controls. The social institutions such as family, medicines, education and so on would then be conscious and seeking solutions fore better understanding and leading to correct practices.

1.2 Research Questions

How did the high school female students diversely define body image, and whether did such definition link the weight control behavior of female adolescents as following questions?

1.2.1 How did the high school female students diversely define body image?

1.2.2 How did the high school female students define the social body image related to fatness, thinness and beauty?

1.2.3 How did the high school female students define body image related to the weight control behavior?

1.3 Research Objectives

1.3.1 To study the meaning of the self body image of the high school female students

1.3.2 To study the social body image related to fatness, thinness and beauty among the high school female students

1.3.3 To study linkage on defining the body image and the weight control behavior among the high school female students

1.4 Expected Benefits

It was to know the meaning of the self body image, the relationship of the social body image and fatness, thinness and beauty, and the linkage on defining the body image and the weight control behavior among the high school female students.

1.5 Definition of Terms

1.5.1 Adolescence was referred to female students with ages of 15-18 years studying in a public secondary schools in Bangkok.

1.5.2 Weight Control Behavior was referred deeds of attending the body to meet the needs of the self/ social body image, i.e. using drugs, dietary supplementary, exercises and others e.g. extracting vomits, lotion massage, using tools to reduce/control body shape and so on.

1.5.3 Body Image was referred to imagining to value and o give meaning about the body within two dimensions, i.e. self and social body dimensions.

1.5.4 Beauty was referred to charms of the body showing attractiveness, handsomeness, good looking and healthiness.

CHAPTER 2

CONCEPTUAL FRAMEWORK AND THEORY USED IN THE STUDY

This study was to investigate meanings related to the body image and the weight control behavior of the female adolescents. The researcher applied the conceptual framework, theories, and literatures related as guide to explain the behavior as follows.

- 2.1 Body Image
 - 2.1.1 Concepts of Beauty
 - 2.1.2 Defining Corpulence/ Thinness/ Good Shape
- 2.2 Adolescence and Their Cultures
- 2.3 Weight Control Behavior of Adolescence
- 2.4 Related Researches
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2.1 Body Image

Kenneth E. Bolding (referred in Siribongkoj Duangdow, 2002:29-30) defined the body image that it was knowledge, and sensation to things and it was related to the process of thinking and the mind. The image to things in the world and the behaviors were depended with the prior knowledge and existing experiences of thought one owned. Those experiences relied on interpretation and making sense. So, image represented what one had perceived, the interpretation sensation, the impression of appearance, similarity, and perception representation. The process or the selective perception and their interpretation were the process of image usually provided significant meaning to the perception to the uncertain and the unclear meaning in itself. Meaning and knowledge formed were connected with the prior experience, such as attitude, and values and formulated the sensation to what had been observed and

developed into the bond either to accept or to reject, like or dislike. This sensation might be expressed or not but it was ready to express and a deed with direction.

Poonpilas Rojjanasupot (Arraya Indrawaranont, 2004:31) said about image that it was any picture appear in the mind of an individual caused by perceived experience of an individual to the thing and with impression, it then made the person imagined the picture. It might be either positive or negative. Generally, it could be seen in three angles, i.e. 1) the self image, 2) the other image, and 3) what other saw our image.

In conclusion, an image was referred to sensation, thoughts and perception about the human body related to size, function, organs, potentials and bodily ability. So, the image or the picture in the mind of each individual might not be following what was appeared but formed by oneself or by one's needs to serve one's satisfaction. (Gruendemann, 1975)

Theories and Concepts of Body

Explaining a body was the issue the anthropologists and the sociologists attempted to reason to answer what was the body and how was it linked to the social culture? At first both of them emphasized the body was linked to the self and the body image as a formation of a social culture. This curiosity began in 1940s and 1950s by Hollowell and Redfield applying phenomenology to explain the self and the person but it was subjective rather than scientific. It was to adopt the philosophical thoughts and ideology as frame for investigating the human lives in societies believing that the human creates phenomenon having the self as part of the situation and the social order (Mallika Mattiko, 1995:13).

Theories of Body

Present societies popularly raise matters of the body more as each ego-centered. Desiring to communicate with societies who we are through products used and most contents of advertisement are then mostly evolved products used with the body regardless perfume, cosmetics, deodorant and cross to covered spot detergent. It seems that the body has changed dramatically. A saying notes that "the body is not lasting" and one should not attach with appearance, taste, smell and sound but being

turned into the body needed care. The body is being called by sociologists as “the body project”, which is referred to the body will not be perfectly built because it is never met what it desires. It will never be an ideal one as in the advertisement but attempt to adapt and continue building as imminent as possible endlessly.

The views of the sociologists and the anthropologists related to the body are diverse; e.g. the studies of Saipin Subuddhamongkol, Paritta Chalermphao Koranantakul, Phannarai Osathaphirat and Sudsaen Wisuddhilak (Paritta Chalermphao Koranantakul, 1998:14-50) group the physical perspectives as follows.

1. Naturalistic Body
2. Socially Constructed Body
3. Body and Physical Capital

1. Naturalistic Body – the view affects the perception of the physical relation. The identity and society since the 18th Century is the naturalistic body viewing that the physical ability and limitation is the definition of the individual and it draws the model of social relation, politics and economy at the national and the international levels. It is also believed that the inequality of the material wealth, legal rights and political power are not determined by societies but uncertain, and flexible. But it was the consequences of the biological factors differently empowering the body. The characteristics of the naturalistic body countlessly affects thoughts about the human body especially in relation to inequality between the female and the male.

Thomas Laqueur in the 18th Century found that human body in general was ungendered and generic body. He said that conflict, which happened in a gender was the different existence imprinted into the body, i.e. female, male, white and black. Laqueur believed that gender anticipated differences of the sex, gender and complexion discriminations. It was the act of the powerful person over the naturalistic body saying that other body and ethnicity were inferior.

2. Socially Constructed Body – the views based on a hypothesis that the body was a receptor rather than a generator. The social meaning was that the body was the consequence of the society.

Mary Douglas proposed that the body was the social phenomenon. The social body determined the perception of the physical body. The body control then reflected the social control. The social organization contained 2 models, i.e. the grid, which was loosely assembled and the group, which was more evidently assembled. Douglas used the body as a symbol to understand the structure of the social order. When people were worried about danger or uncertainly of relationship and the social environment, they expressed by taking interest to their bodies more.

Michel Foucault was interested in the body and the social institute controlling it. The body was built and existed in the discourse. It was the main concept of Foucault. The body was not only the center of the discourse but linked daily activities and the power to the social institutions pointed out by Foucault was unknowingly intervened and coerced by the state authority unto the internal body.

3. Body and Physical Capital

Pierre Bourdieu a French sociologist proposed a theory of the social reproduction prioritizing the body as a source containing the symbolic values. Bourdieu emphasized physically building a person, which meant developing different parts of the body counted as creating values adhered by the social context of the body. The physical capital was likely changed with the economic capital (money, goods, and service), cultural capital (education) and the social capital (the social network). Bourdieu's concepts emphasized a process of commodification.

In the modern society it was referred to a technique that the body turned to be a model of the physical capital. Meaning, the body owned the excellence of the status power or the symbolic model, which was necessary to lead to accumulating different resources. Bourdieu saw that the body is an indispensable capital where the upper and the middle classes could use as a tool to secure their class benefits. Relationship between the social position existed in the society and the tastes were merged into some appearance and potentials but mobility because each body was never been complete. While the body was a reference to a society it was melted with the social process, culture and economy. In summary, the social class was dramatically influential over each one in developing each body.

Pierre Bourdieu said about the process of building the physical capital or commodification that a strong and huge person was more valuable in labor than the weak one. Its body had more value than the power's owner with more distinct and better status. It fulfilled or led to accommodation of resources in order to increase the life capital that the human could produce the physical capital by development, decoration or changing the body with different techniques to achieve what had been desired and valuable to the social context. The cost of the physical capital had relationship with the changes of the social classes gained from capitalization of the body into other types of capital, e.g. the economic capital (money, goods, and service), cultural capital (e.g. education) and the social capital (thread or network linkable within the society).

With the socially different and unequal body caused by defining and valuing the differently desired nature of the body in each society, it created accumulation of the physical capital in each one. This turned less physical capital attempted to change their body and gather the physical capital for success and life advancement. For example, the present beauty discourse of woman with values of being thin, fair, beautiful, tall and good shape would be charming, accepted and attracted by the opposite sex. It led to work success or life achievement (Wissaraporn Nilpetcharat, 2003:14). It made girls with contradiction to the defined values being likely chubby or thinking being chubby attempted to reduce or to control their weight and change their bodies to meet the values in order to gain happiness and life achievement. Such examples proved that women represented a social practice rousing commodification by labeling beauty and reproduction of the social beauty. It was to build an image symbolizing values of communicating interests and profit to capitalize the body to other forms of capital (Mallika Mattiko, 2002:56).

The studies on the theories of the body and the studies of society conducted by Lock and Scheper-Hughes (Monya Sunanpiwat, MorMorPor) divide the body into 3 types, i.e. the individual body, the social body and the body politic.

The individual body – it sensed and thought, was oneself and identity of the owner, which was differed in each one. This idea was gained from the west. Descartes prioritized dualism of the body and the mind. It totally separated the body and the

mind. It was the development of the mainstream medicine emphasizing materialism and reductionism. It prioritized individualism and was differed from the easterners, who prioritized integration of factors, i.e. the significance of the family, community and society rather than individualism.

The social body – it was to sue the body to represent or to symbolize in explaining the nature or characteristics of the social culture. It saw that the body symbolized or reflected the social relationship in terms of tangibility. Most people differently identified values and factors of the body.

The body politic – it was to take control, inspection, and coercion of the body either in groups or by individuals regardless reproduction and sickness. For example, the state controlled, and regulated behaviors and bodies of people. There was organization of power pattern to diversely and complicatedly control and handle the body, which was difficult to observe and to oppose. Building idealism of prioritizing health related to beauty was critically individualism or self- identity. For example, being slender, and healthy played roles in caring the body and health in order to meet what society determined. It attempted to organize one's body to follow the designation of the society. On the contrary, had any bodies opposed to the social appeal, they would have been censured by the society.

In addition, the consumer culture over the female body was divided into 2 parts, i.e.

1. The Inner Body – it was referred to the biological part compared to machines required attention, maintenance because of deterioration by time and it was explicable by physiology.

2. The Outer Body – the body of the social part with the social mechanism enabled to control the body to change the trend of the social majority, e.g. beauty, and shape. It denoted the body related to politics, economy, and medicine using the body to symbolize stability and way of life (Burton, 1985:65).

It was concluded that the body image was referred to concepts, and giving meaning by cognition, belief and experience, attitude toward the body or the imagination over the body. Grogan (referred in Mark Conner et al, 2004:506)

explained the body image as perception and sensation of an individual over the body estimating identity, sex, and relationship of the social culture over the body.

2.1.1 Concepts of Beauty

Beauty and ladies paired regardless ethnicity, and religions. They acquired their beauty to attract onlookers especially from the masculine their opposite gender. Beauty was the basic needs for female to step to success as a Thai saying, “The lady owns her outlook as assets.” (Ariya Intamara, 19-10)

Beauty formed a social definition for female in order to perceive and to seek techniques in order to beautify themselves by the social norms. (Mallika Matiko, 2002)

From the history of beauty in the Tribhum Pra Ruong a royal writing of Pramaha Dhamma Raja Lithai during 1345 stated about the beauty of a lady in the idealism of Sukhothai era as follows. (The National Woman Council, 1975, referred in Siribongkot Dowduang, 2002:24)

“The flock of ladies in this land are all beautiful, suitable shape and neither stout or skinny with fair complexion for admiration and appeal to men.”

It proved that the Thai ladies in those days were beauty-oriented with neither stout nor skinny with fair complexion for admiration and appeal to men.

Ladies during feudalism and by the concepts of the lords should be capable, and tender, with outlooks and characters of beautiful breast, and plump waist, which identified their beauty seen in outlooks to meet the lust of the man.

During the time of field Marshal Por Phibunsongkram (1937) (Thanawan Yooprasong, 2002:1-24), beauty was externally emphasized such as hairstyle, fair complexion, and compared ladies to flowers. This time, it was the changes caused by expansions of business groups and they defined and identified the ladies' bodies by standardizing the beauty of ladies. The beautiful ones needed to be healthy and beautiful. This era was the period of healthiness.

Standardizing beauty by the capitalists drove competitions of countless producing health devices and diet. It redefined ladies' beauty with outlooks, and shapes of neither stout nor thin by exercises and dieting. It emphasized beauty being restricted in exercises and diet. The relationship between beauty and health was

standardized by the capitalists and business groups who organize beauty and the shape of ladies. It rested ladies on beauty products, which were more luxurious than before and divert its definition from the past. (Woman and Knowledge 3, 2001: C1-11)

Beauty and ladies were paired since the past. It identified their rules, identity, and commitment that they perceived and were well conscious on their beauty vitality. Beauty was then defined as follows.

2.1.1.1 Definition of Beauty

Socially defined it with femininity, it affected diverse definition of beauty, i.e.

- By Social Culture: anthropologists believed that all human being decorated their bodies either through dressing, and body painting, which ascertained meaning and regulations. Human bodies were than the ground where natures met societies. Even the human bodies were natural but they were also the social codes. Human being disseminated its definition of the sophisticated social and cultural classification systems to the body and complexion decoration. It became the fighting arena between self and society of dressing. Ornaments communicated identity when one socialized. So, societies controlled the physiological process such as hair, nails and so on to be well placed as well as their bodily movements. It was specified to be the criteria in the changes of the social status (Somlak Chaisinghkananond, 2001:166), e.g. by etiquette, ladies needed to be reserve and tender and so on. So, changes of status, roles to be part of a group and the concepts of the body among the Thais socially defined their bodies compared with the ideal structure by systematizing hierarchies of relationship and the importance of the organs. Then, the bodily conditions and behaviors disabled to be systematized would be claimed irregularity, rejected and affected specification of behavioral pattern related to human bodies in both self-treatment and treating others.

The old proverbs said that true beauty existed in the mind rather than outside. We then judged the individual values from the mind within. Like the religious teaching to view a person from goodness and its spirituality, e.g. the old tales of the ugly duck. Such culture reminded that never to judge a person from outside because what was seen was unlikely the essences from within. At present, we need to reflect

again that cultures previously built have been changed by different factors drawing changes of valuing a person.

Building images of the civilized body or identity, managing beauty, and the cultural adoption of other societies restlessly spread into Thai societies. Human would step from the physical beauty to the spiritual one then to the criterion beauty and scientific one by itself. When beauty rested on inspection, it was then accepted valuable like goodness ladies should behave. So, beauty qualification was composite with goodness and the beauty discourse was formed to represent power driving women to address their bodies in order to restlessly build their identities. (Christina Lee, 1998)

At present, the face and the body are the indispensable parts for women to present themselves in their daily life. Each has to encounter stress between their selves and facial make-up socialized by consumerism arousing consciousness to be absorbed by illusionary outlooks. (Mullika Muttiko, 2002:3)

- By Political Economy: it was viewed that the meaning of beauty was corresponded by the social norms offered to the woman groups. They were compared to buyers or consumers related to media or advertising system like men or the service providers. So, women employed beauty as tools to accumulate capital for individuals. The body became goods bulky produced more or less by bodily beauty of the person. Over specifying beauty norms was illusionary offered by business advertisement. Beauty drove needs to address its own beauty to imitate the virtual advertisement.

- By Medicine: Beauty was the balance of the bodily structure in each part and illustrated the disease free condition. Strong stature was rested on care and controls of the medical scientific process and the experts only.

Conflicts of defining beauty and culture of the present phenomena showed imbalance of idealism and the existing culture. What was mentioned or recalled contradicted of real practices. There were widespread studies of evaluating individuals through bodies.

- Symbolic/identical Beauty Definition: It was found in general studies that beauty like height, thinness, fairness, and handsomeness were likely better specifying personal values than the ugly ones. A good looking person easier found friends. (Marks et al, 1980) In work life, he/she was better successful and accepted

than the other ones, e.g. politicians and so on. It is similar with the present mating, either party will select a good looking one to match oneself. Such proved the beauty discourse influencing the idea that beauty accumulated the physical capital. The woman bodies were driven to be goods by reproducing and valuing the social beauty and symbolizing image values to communicate interests and profits.

The relationship between the bodily beauty and rewards or life achievement began since infancy and childhood. Studied samples are found that an attractive child would be better hugged, embraced, kissed and cared than the other ones. This affected the relationship of the motherhood and the disposition during the study life and adulthood in the future. Many past tales of the east and the west told that the life success of the physically and spiritually attractive persons. On the contrary, the ugly ones proved vicious minds like in Snow White and Cinderella.

It was proved in the researches that the attractive ones were seen physically and psychologically healthy, wise and wealthy and would be successful in marriage life. Most asserted this idea was correct and acceptable (Kerry Chamber Lain, 2004:475). Some felt that having attractive body was like fulfilling one's life. Expectations to be beautiful and handsome were to become confident and successful. Life fulfillment was a social reaction, which built a culture to judge human values from external feature.

These cultures was similar to building, giving knowledge and proposing alternatives through economic systems, defining better social status, and illustrating more power. Beauty was similar to a set-up culture. For example, in the United States, it was found that beauty surgery operated for more than 393,000 people a year. 25% of the youth were capped with ideas that beauty began since infancy and manageable (The American Society for Aesthetic Plastic Surgery.Inc.1995). Expenses were involved in cosmetics, perfume, fitness centers and beauty salon. Services for reducing weight were \$62 million a year and growing double every year. Beauty business was blooming everywhere such as beauty surgery, and business in Korea. Rationally, it set concept that bodily beauty made stability and success in all things. Those with opposite features would be viewed as sluggish, inattentive to oneself leading to no

confidence and problems with people around and affecting the image definition. (Christina Lee, 1998)

The weight was critical to individual to handle one's body. Each year, the Americans paid to take course of reducing weight and diet to reduce weight for more than \$33 million (McLean, 1994, referred in Kerry Chamberlain, 2004). All expected to be new and better shape.

It was found that there were direct relationships between the weight and the identity through the experience of socialization. It was a process to help us study norms and beliefs of a group related to weight, and complexion. When the norm influenced, it affected an individual to follow in order to be accepted. This was a development of an imaginative shape of what it should be to drive addressing one's body such as reducing weight, weight control, and beautification.

Such process was found that relationships of experience, weight and identity would be connected into a structure such as from being lean to be corpulent meant the bodily changes from normality to irregularity.

Adolescence defined good shape needed to be slender to build a good identity during adulthood. The corpulent would be oppressed by surrounding people of inattentive to oneself and unconfident unlike the proportionate shape or the thin. They then attempted all possible ways to reduce weight and size as all saw regular. At present, we do not need only normal body or being slender but also having equal or lower weight than normal.

Societies defined the symbolic definition of a body as being gained from precepts. To gain a proportionate shape was through different processes such as fasting, and exercising and so on. The successful ones would record their achievement. Burning or destroying dresses or old pictures were similar to the previous body has been dead and the new one was lie a rebirth. (Rubin et. Al. 1993 referred in Christina Lee, 1998)

Social responses against the identity, and the weight were from families, friends or surrounding people. However, there were many composites such as media, which were compared to tools in proposing acceptance on values of shape and size especially the female who preferred standards of slender more than the male.

2.1.2 Defining Corpulency/ Thinness/ Good Shape

A study of Body Image among Adolescent Girls (Mimi Nichter & Nancy Vuckovic, *MorMorPor*: 109-127) found that the current society was a factor emphasizing slenderness as appeal for female. This standardized new female shape and affected all aspects (behaviors of consumption, reducing weight) driving female to meet the model. Present girl adolescents prefer values of thinness, tallness, and slenderness. It has been accepted that thinness would be accepted by societies and life achievement (Weera Dulchooprapha, 2004:12). The cultural model affected the behavioral definition of weight control that good behavior could lead to slenderness, which showed the bodily normality. On the contrary, corpulency was unwanted and yielded from improper behavior, laziness, and disgust (Mark Nichter and Mimi Nichter, 1991:259:260).

Fatness by medicine was referred to the imbalance in the body, and the over feeding, when the body received more calories than to be used as energy in living. This gathered fat in the adipose tissue and spread bodywide or to some parts. Medically, to judge corpulency, the person had to be over weight. In addition, the medicine defined corpulency was referred to the body showed sickness requiring controls and medication only.

The study of Subongkot Duangdoe (2002:16) showed that the girl adolescents defined corpulency as compared to animals such as fat as a pig, fat as an elephant, fat as a hippopotamus, and so on. Some other groups compared it like fat like a jar, fat as a sponge, fat as boiled sweet glutton rice or a pricked pork container.

In addition, it showed linkage of the popular shape, i.e. thin, slender, no fat, slim limbs, small, good shape, and charming.

Culturally, corpulency was defined as influences of images through media and closed surrounding individuals to forget being oneself. Discourses, media, capitalism, and social cultures formed indicators and over exaggerated corpulency by definition. For example, corpulency should be corrected and eliminated from the body. It was found that there were diversely defining corpulency e.g. positive definition and negative definition.

The positive definition was good disposition, warmness and perfection.

The negative definition was the cause of countless diseases, uneasiness, slowness, imbalance, ugliness, bashfulness, no confidence and so on.

Defining beauty and good body were good shape, thin, beautiful, grace, fit, firm and perfect.

Defining thinness had been compared with Olive (in Pop Eye), a walking chopsticks, a corpse stick and so on (Nootch, 2003:5).

It was found that the negative definitions of corpulency were found more which showed the discourse formed by societies and defined corpulency as bad, rejected and needed immediate handling.

2.2 Adolescence and Their Cultures

It was the age of changes and the turn between childhood to adulthood. Entering adolescence could be observed by growing and development of the body, emotion, mind, social life, values, attitudes and so on. Changes were rapid like heavier, taller, the appearance of gender e.g. hair around sexual organ, and shattered voice. All were caused by the growth of the thyroid, production of sexual hormone, and maturity, i.e. restructuring of brains (Praphaiphon Bhumwuddhisarn, 1990: 176-213).

Growth and developments in different aspects affected adolescent behaviors. This made them took interest of themselves, new things, sex, societies and surroundings. They began to have their own thought, freedom, unlikely obedience, excepted their peers (Parinda Jirakulpattana, 1993:1).

Adolescence preferred flocking. Their groups contained male and female, socialization, and needed as part of adult groups. So, the peer group influenced them more. Adolescents in a group had similar values, beliefs, and ideas (Praphaiphon Bhumwuddhisarn, 1990: 176-213). The adolescent behaviors were likely imitation to be accepted by the group. This affected proper or improper behaviors such as experimenting smoking, sex relation, narcotic drug uses and so on.

Age Range of Adolescence (Sucha Jan-em, 1985:2) might be divided into 3 phases, i.e.

1. Early Adolescence: 13-15 years and at this range the sex would be perfect.
2. Middle Adolescence: 15-18 years and at this ranges the development of the body and mind was gradual.
3. Late Adolescence: 18-21 years and at this range their development would be almost perfect but more to the mind than the body particularly about feeling, thinking and life philosophy.

In Thailand adolescents of 15-17 years were deciding their future direction either education or occupation. Period of growing into adolescent maturation was the product of time and culture casting the adolescents (Pramuan Dickinson, 1977)

Different Developments in Adolescents are explicable as follows (Krongthip Janyaem, 1995)

- Physical Development: they had rapid development of their body, and evident in sexual changes. Bodily changes brought them worries and most were self-focused and their changes. Had changes been positive, and accepted by societies, they would be at ease. On the contrary, if it were dissatisfied by themselves and rejected the societies, they would be worry and behaving to handle themselves.
- Intellectual Development: Adolescents rapidly developed their intellectual, knowing how to think systematically, rationally, imaginatively, and analytically.
- Personality and Social development: Adolescents were another age with close attachment with peers. They grouped with both male and female. Each group socialized and needed to be part of the adult group. Peers influenced them more in attitudes, values and common behaviors. They took interest in opposite sex and common people and acted for attraction. This was the age of complexity.

Changes puzzled and alienated them from child societies and the adult societies. They turn to group themselves to build image of the group as a subculture among adolescents. Rationally, they needed freedom but still craved for acceptance from the surrounding societies, e.g. needs helps to accept their outlooks, acceptance, warmth and understanding so as to sense being the part of the group (Sutho

Jaroensuk, 1972). They had to imitate friends and similarly behave like peers such as in-trend dressing and so on.

Adolescent Culture

Cultures (Satiankoses, 1973:93) were referred to a human way of life in common and shareable, learnable, and imitateable. It was an opinion, sensation, conducts and expressions or any acts of a human in common as a same model and being expressed.

Youth Culture was a subculture modeled specifically among the adolescents. It was their alternated culture to counter, to negotiate and to object the adult culture or society through behaving, activities, and values with diverse meaning using style to symbolize diversity of the meaning. It proved level of membership commitment, symbolic group and specifying scope of the group from the mainstream, e.g. image of dressing, actions and so on (Kullapha Wajanasara, 2003:1832-219). Adolescents needed areas to seek their identity separated from roles and expectations of their families, works, and schools. They wanted to build common image of the group beyond image development of individuals not controlled by adults. This created “age gaps” between the adults who were likely worry and needed to use force to prohibit their behaving. Adolescents preferred to claim rights and liberty of expression of what they wanted (Pattana Kitti-ar-sa, 2003:102-104)

When needs to be free from the sight of adults and accepted from peer group, adolescents were interested in social activities either in large group or among intimate peers. They were attentive to clothes, dressing, and hairstyles to be in-trends as well as their bodies and shapes. Rationally, rapid changes of the body likely drove them to think that clothes and shape are necessary. This made them happy, and confident to appear in different places and attracting the opposite sex. At the meantime, they attempted to dress and imitate the group for acceptance. (Sucha Jan-em, 1986:45-54)

Imitation of the adolescents and needs of acceptance from the group were counted normal. What worries was the negative imitation caused by the incorrect social values. Rationally, most of them served materialism rather than spiritualism. Social values drove to self-destruction (Kriangsak Charoenwongsak, 2001:25-330). For example, advertisement roused sensation of “wants” using goods. These ages

served this hairstyle, dresses, brands and so on. In addition, societies were likely valuing bodily perfectness when few could be, e.g. good looking, and good shape. These made those likely bad looking, and disproportionate shape felt inferiority and sought to overcome those inferiorities with countless techniques, e.g. beautified surgery, visiting fitness centers and skin cares and so on. It was to deform the unwanted things even endangering so as to gain new image accepted by societies.

Actually, present adolescents or at any eras, they were likely similar particularly their expressions self-center thinking, freedom, peers, seeking identity, beauty-oriented, self-confidence, and association with opposite sex. All were natural for them (Jirangkul Natrangsi, 2003). But from the evolution of economy, social, and technology; the consumerist societies appeared with the needs of freedom and seeking adolescent identities were affecting to their behaviors. Views of adolescents at the eyes of present societies were coated with luxury and no social consciousness (Orrasom Suddhisakhon, 2001). Adolescents were forged with either material or enticement to meet what they wanted (e.g. mobile phones, modern dresses, expensive handbags and so on) including encountering societies with emphases on external success. These degraded their self-esteem but emphasized money, social recognition, which were stressing consumerism (Jirangkul Natrangsi, 2003).

Consumerism was counted a critical cultural phenomenon found in societies in general, where it moved to new age under liberal capitalism stressing free marketing competition. It changed social relation caused by changes of politics, economy, technology, new course of in every time dimension and location. Appeal to consumerism and prioritizing image rather than usefulness of materials, people turned human and abstracts in “goods” (Somrak Chaisinghnanond, 2001:99-101). This turned consumer products not only more important than utility but also as instilled things and communicated culture. Normally, definitions of a culture were found in individuals, activities, places, times, thoughts and values related to the cultural phenomenon what they had been estimated. Human differently estimated cultures. Human actions differently reflected ways of life or life dimension of its society. Also, consumerist culture reflected the cultural values into forms through materials or goods. (Siwarak Siwarom, 1995)

What influenced prioritizing the capitalist goods was advertisement found in different media, e.g. advertisement coated with modernization (e.g. mobile phones, computers), in-trends or values coated in the fashion systems (e.g. clothes, dresses), youth, good looking, healthiness (e.g. shining face, fair skin, slenderness and so on). In general, media added themselves into every core of business (Network Project for Woman Health, 1996:7-12), and in every social corner. Media increased influence over societies particularly the cultural dimension. The more advanced the societies were, the more roles they distilled cultures. By nature, the advertisement media not only provided information, its main objective was to persuade recipients consume what had been persuaded (Kanjana Kaewthep, 1996 referred in Vibhavee Virojphan, 1996:8).

From needs of bargaining power, acceptance, and their ground with consumerist trends, adolescents consumed cultural goods to claim selfness, exposed themselves to societies, expressed revolted youth culture and built their images by consuming goods through cultures.

2.3 Weight Control Behavior of Adolescence

Regardless any era; shape, face and personality were vital characteristics to help build confidence among female when socializing, especially, at the moment, values, which women had to own good shape, and slenderness was counted appeal to all of them. So, when they were chubby, stout and fat (perceived fat), they would attempt reducing weight to gain outlook accepted by societies (Kullathat Chobchai, 2003:42). Such attempts were based on beauty-oriented (Panida Meetongpan, 1989:14-16)

Techniques of Controls/Reducing Weight at Present – there are many techniques (Thaweesak Janmanee et al, 1994:14-16)

1. Dieting by being selective in eating, readjusting behavior of eating and using dietary supplement for weigh control.
2. Exercising
3. Drugging for reducing weight

4. Psychotherapy by motivating weight controlling.
5. Acupuncture
6. Semen Vaccuruae
7. Balloon for reducing corpulency by inserting balloon in the stomach to reduce its space and hastening fullness
8. Surgery to reduce stomach size

Siribongkot Dowduang (2002) found that female youth dissatisfied their shape and differently addressed them. Most preferred fasting followed by drugging, volume of eating, laxative, dietary supplement claimed capacity to reduce weight and finally exercising. So, weight controls among females were divided into 3 groups, i.e.

1. Food Handling
2. Drugging Handling
3. Exercises Handling

2.3.1 Food Handling: Generally, female youth preferred fasting their supper and drank only water when being hungry. Other meals were cramped with vegetables, fruits, yogurt, spicy dressed course, and dietary supplement. Most of them believed that no supper help reduce weight because after supper there were no activities and near bedtime, no energy used and calories would be accumulated.

In addition, reducing quantity of food was also popular by lessening food, avoiding high calorie food, and avoiding tidbits and so on.

Dietary Supplement

It was directly used besides main courses. It was usually in forms of tablets, capsules, powder, flake, liquid and other nature with the objective for healthiness and not for the sick.

It was found in the United States that billion of YS dollars were spent with the dietary supplement while surveying Europe in 3 countries, it was found that in 1997, values of dietary supplement was 120,000 Million Baht. Analyzing causes of popularity on dietary supplement, it was belief such as believing that daily food provided insufficient nutrition required by the body. So, they had to find dietary

supplement to fulfill the needs believing that it helped prevent diseases and save from disastrous diseases as advertised, e.g. cancer, diabetes, paralyses and so on. Also, it was believed that the products were effective with references (Dietary Supplement or Supplementing Diet, 2003: 52)

Quantity of negligently consuming dietary supplement risked over accumulation of chemicals and giving burdens for elimination affecting vital organs like liver, and kidney, which needed to unnecessarily work harder.

USFDA reported in FDA Medical Bulletin in September 1994 that unwanted symptoms were found increasing by using dietary supplement for the purpose of reducing weight, energizing, increasing working efficiency and body-building. These products contained similar substances, i.e. Ma haung (Ephedra sinica or Chinese ephedra, plants as resource of substance of ephedrine pseudoephedrine or norpseudoephedrine) gurana or Kola nut (for caffeine) white willow (source of Salocin) and chromium. These products were claimed energizing and accelerating catabolery helping reduce weight or called “fat burners”. Unwanted symptoms found were from mild energizing such as excitement, giddiness, trembling, jerking, changing blood pressures or heart beating, and headache to serious symptoms like cardiodynia/chest pain, myocardial infraction, hepatitis with acute symptoms e.g. lunacy and death. Such unwanted symptoms had been found with healthy users and personal diseases such as high blood pressure (Dietary Supplement or Supplementing Diet, 2003: 52).

Dieter’s tea or slimming tea contained laxative and diuretic from plants (species of cassia, senna, and cascara sagada. The unwanted symptoms found were like laxative and over lose of glucose, which was endangering.

Expensive dietary supplements and its dependency might change behaviors. Benefits from natural food were unlikely and drew complications with negligence. In case sickness, the dietary supplement might be alternative but should not be negligent on medication such as diabetes patients, and high blood pressure. One should not be negligent about correct health care believing that taking dietary supplement helped medicating or preventing diseases without taking nutrition, proper exercises and relaxing emotional stress were 3 major principles of healthiness (Weera Dulchooprapha, 2004:13).

Irregularities in Eating (Saeng-usa Suddhithanakul, 2003)

Irregularities were increasing particularly the anorexia nervosa and the bulimia nervosa because westernization current was strongly influential. Young celebrities attempted to become lean to look good in TV in association with bodily business and reducing weight torrentially advertised to build values in prioritizing shape. This turned the Thai youth to gradually take interest in their weights and their shapes.

Even irregularities in eating were found among the male but 80-90% was found with female especially those at early 20s. Though, it was inherited through genes, thyroid, nervous chemicals and psychological factors were sophisticatedly involved but it was observed that the social and cultural factors also played leading roles as well as media influences worldwide. In particular, among youth who were unstably built their identity might be persuaded from images of slenderness as a model-like or stars appealing with the trend. Estimations were found that 2% of US population or 5 million people were found irregularities in eating. Most were among female youth of higher education but 10-15 % or more were found among the secondary levels. (Saeng-usa Suddhithanakul, 2003)

Anorexia Nervosa

Anorexia was referred to loss of appetite. Actually, a person of this illness was hungry all the time but diverting as being too fat even with normal weighing criteria or less, they would reduce quantity of eating and avoiding high calorie food or restricted themselves with few menus. Either food controls or reducing weight for them would not chase away the fear of anorexia.

Anorexia Nervosa was increased in the developed countries for over 30 years. It was assumed that 0.5-1.0% of female youth during late adolescence and early 20s were infected by Anorexia Nervosa. It was often found among adolescence to 30 years but found most during 14-18 years. Average of infection was around 17 years and about 90% of patents were female youth.

Causes

1. Family model and inheritance
2. Irregularities of chemicals in the nervous systems such as the hypothalamus gland arousing appetites and fullness were defective.
3. It might be responses to the loss of oneself or indicators of perfect personality. Some psychologists observed that some female youth fasted fearing to be adult. She would prevent not to have menstruation or cease it and stopped the growing of the breast by reducing weight. Thinness was all symbols counted idealistic while corpulency or loss of self-control in eating was counted bad.
4. Other external factors, e.g. parents supported and rewarded at first girls controlled food for the purpose of burning “child fat”. Often, our cultures shared valuing beauty and thinness to stress girls believing that they were too fat.

Risk and Complications

Anorexia Nervosa threatened both mental and physical health. More than half of patients encountered the Depression. About 10% were infected by diseases of recapitulation, anxieties, irregular menstruation and reduction of the male testosterone hormone. Adolescents would meet irregular maturation of gender such as breast growing and criteria of height.

Rate of death often found was caused by malnutrition, suicide, and imbalance of minerals in the body.

Bulimia Nervosa

This kind of patients would eat more and quickly and often eat especially candy. They would stop when they got stomachache, needed to go to bed or any interference. Even with normal weight but they were still worry with endless attempts to control food, purging techniques or laxative or diuretic.

- Purging was referred to bulimia to arouse vomits or strong laxative to cover sense of guilty and weight control.

- Non-purging was to use other techniques such as either fasting, or excessive exercising to compensate over eating.

Bulimia was more commonly found than anorexia even with repetitive symptoms and causes. What differences between the anorexia patients and the bulimia patients were the bulimia ones gained normal weight.

Risk and Complications

The bulimia patients excessively ate but their purging endangered them more because upon vomiting deteriorated gum and tooth coating, and decay. Often purging led to malnutrition and necessary liquid drawing imbalance of water and minerals. Defects of potassium led to dysfunctions of the heart and muscles, motility of hands and feet, throbbing, irritation, fussiness, esophageal hemorrhage, esophageal irregularities, and might encounter psychological effects of fasting leading to depression and alienated personality.

2.3.2 Drugging Handling: drugs to reduce weight were another popular alternatives in the recent years because it was found that those drugs drew faster effect. But after time passed, it was proved that even effective on the other hands they endangered both in long-term and in short-term, e.g. irritation, insomnia, uneasiness, deteriorated body, dysfunction of the heart, intoxicating liver and kidney, hallucination, over loss of mineral and water leading to shock, dysfunction of the gall, and other deterioration in the body. It was further found that a person stop taking drug for reducing weight, corpulency returned or overweighing almost 100%, which was called “yo-yo effect” (Kullatas Chobchai, 2003:43).

Kinds of De-corpulant /Drugs for reducing corpulency- Amornthep Klinsukhon et al (2000) divided de-corpulants into 6 groups, i.e.

1. The Amphetamine Groups and Amphetamine Derivative – their effective mechanism was to arouse the hypothalamus, which controlled fullness and made us sense fullness all the time. At the meantime, it energized to body to work harder. So, when drug had been taken for a time, it eroded accumulated energy or the saturated fat. This caused reduction of weight but deteriorating the body on malnutrition because the drug aroused not needed of food.

Side effects were the loss of water and thirsty needed often drinking and insomnia, uneasiness, stress and addiction if prolong uses of drugs. It also drew frantic and hallucination.

De-corpulants of Amphetamine popularly found in Thailand were Diethylpropio, Apisate, Phentermine, Ionamine, Mazindol, and Teronac. It was found that the Food and Medicine Commission prohibited trading these drugs.

2. The Fenfluramine Groups – de-corpulants were active to slow the works of the center controlling hunger. Being pacificants, they caused somnolence and endangered the sick on depression. But addiction like the amphetamine groups was not found. However, the side effects or dangers of de-corpulants led to prohibition of selling. It was found that their side effects affected cardiac systems and arteries. Consequences of de-corpulency drew bodily deterioration by malnutrition. Samples of drugs were Ponderal, Dexfenfluramine, and Adefax.

3. The Laxative Groups – they were popular in Thailand believing that by so much excretion, fat would follow. Actually, the laxative would be active by inflating the intestine walls and made them permeate fluid like dysentery. This made easily fluid excretion. It was also found that minerals flowed along with the permeation causing the loss of water and minerals, which endangered the heartbeats and contraction of muscles caused by imbalance levels of minerals. When often taking laxative, cells in the body lose water or dried and felt thinner. It was also found that frequent uses of laxative led to constipation or drug endurance and needed to increase doses. Popular laxatives were bisalcopy with different brand or those extracted from sienna.

4. The Thyroid Hormone Groups – they were indicated to use with defects of building the thyroid hormone, which controlled catabolery or metabolism. When the body loss such hormone, it could less fulfill catabolery and led to accumulation of fat. So such patient would always be corpulent. Then taking the thyroid hormone would be effective in de-corpulency for those who ran short of these hormones. But for the corpulent or those suffering weight needed to take these hormones should have medical check-up first to ascertain its shortage. Had there was no shortage, it was advised not to take because it was counted the dangerous drug accelerating functions of some organs and might lead to thyroid intoxication.

5. Diuretic – this group of drugs was used in de-corpulency because it was active in over excreting water from the body than normal and temporarily dried the cells. This group of drugs led to loss of water and the body lost minerals with water affecting dissolvent in the artery and caused the bodily dysfunction. It was further found that diuretic increased the work of the kidney and led to nephritis.

6. Other Drug Groups- e.g. the Growth Hormone, the Digitalis, the Bulk-forming agent, and the Bile, which had to extract fat and gradually absorb them into the body. However, it did not decrease fat but other substances in the body and seemed reducing weight but affected the bodily dysfunctions in general.

2.3.3 Exercises Handling: it was useful physically and mentally, straitening health, catabolergizing over fatty than m normal, strong and firm muscles including stabilizing shape better than other techniques. It benefited the body inside and enhanced personality. Even it was best advantageous for the body but it was the last choice for females to choose because exercising slowly and gradually decreased weight.

2.4 Related Researches

From the past studies of the adolescent behaviors, it was found that influences over their behaviors in the weight controls were as follows.

Sorrawan Totab (2000) studied “ An Investigation of Behavioral Model by Adolescence Interest among schools in Bangkok: students under supervision of Department of General Education.” She found that students had both proper and improper behavior such as cleaning their bodies, eating useful food, decision-making by oneself, or by adult consultation, taking dietary supplement, reducing food, beautification, handsomeness, in-trend dressing, and so on. All were influenced by personal traits, i.e. gender, family economic status and environment involving type of schools, school environment and advertising media. They were corresponded with the study on behavior of dietary supplementing among senior secondary students in Bangkok (Nilpha Jirattanawanna, 1998). It was found that there were evident

differences between the food consumption behavior and the health practices rested on gender, economic nature, environment and family conditions.

Chuleeporn Sornsri (1998) studied, "Risk Behavior over Health of Adolescence in Secondary Schools in Bangkok." She found that adolescents risked their health with eating, i.e. unpunctual taking meals, taking fatty food, not covering five nutrient substances, and reducing weight by taking de-corpulent/ laxative. Similarly, Anukul Pholsiri (2003) studied, "Cognition, Attitudes and Behavior of Eating among the Senior Secondary Students under Supervision of Department of General Education in Bangkok." He found that their consumption behaviors were rested on advertising media, junk food, and fast food. Attitude of the male students believing that sufficient eating and useful ones were vital to health, playing sports and needed to be big like sportsmen. On the contrary, the female students believed that corpulency was not beautiful and needed to reduce food, fasting on some meals and avoiding diet with incorrect belief. These were corresponded with Panida Meetongpan (1989) who studied the achievement of a reducing weight course by self-control technique among the junior secondary students in Bangkok. Reason to reduce weight was first for good shape, fearing diseases, healthiness and fearing mocks by friends, respectively.

Somsong Somkuanhet (1998) studied, "Reducing Weight by Oneself of Women Perceiving Over-weight in Bangkok." It was found that they controlled their weight since being adolescents of 15 years and were studying in the senior secondary level by 62%. It was further found that 64% of women reducing weight had their weight of not over the standards. Moreover, Marita P. McCabe and Lina A Ricciardelli (2004) studied, "Behavior of Weight Controls among Male and Female Adolescents." They found that factors of social cultures, fathers, mothers, and close friends affected their behaviors of weight controls. Techniques of controls by the male students were studying them from their fathers, friends and media; while the female studied from their others, close friends and media.

Mark Conner & Charlotte Johnson et al. (2004) studied, "Gender, Sex, Image, Body and Eating Behavior of 121 Volunteers." They found that the female disliked their shape more than the male. This proved stronger motivation to weight control. It was also found that opposite sex friends influenced eating behavior and reducing

weight among female more than the male. Analyzing belief of weight control conducted by Surephan Boonyasoonthorn (1989) finding that reasons to reduce weight of students were mostly from not good shape and mockery. Few were conscious of endangering and violence of corpulency.

Maree Burns & Nicola Gravey (2004:549-562) studied, “ Weight and Health, Conditions of Bulimia and Weight Control Behavior.” 15 female samples were interviewed. They defined health as bodily healthiness with being thin, slender, muscular and fat free. This was a cautious care in bodily controls. Samples believed that slenderness attracted the opposite sex, having a family and success. It was corresponded with the studies of Lucy C. Blowers, Natalie J. Loxton, Megan Grady-Flessler et al.(2003:229-244) that relationship between the social culture (peer groups and media) related to thin ideal affecting dislikes of one’s shape among female adolescents of 10-13 years. There was weight control behavior to address their bodies and media. Peer groups influenced handling their bodies. Also, they believed that “thin ideal” as a measure of “female success.”

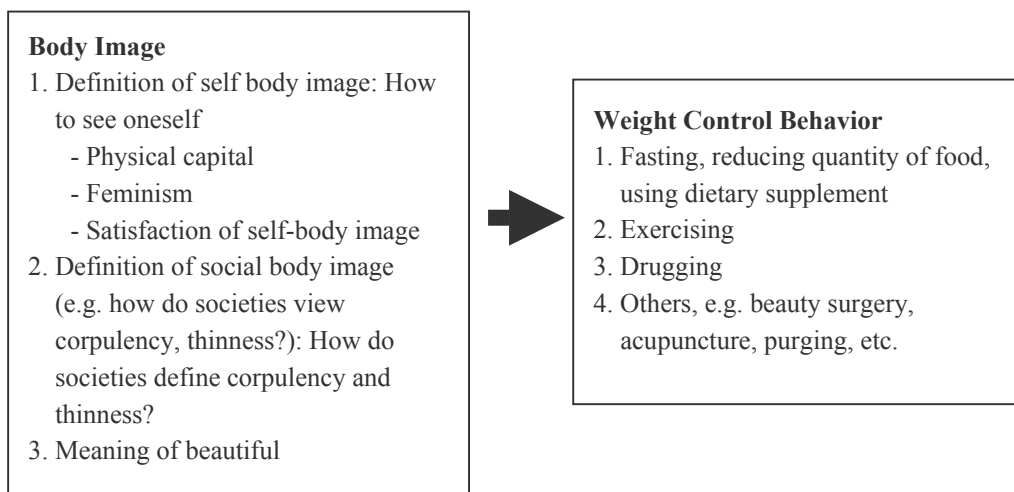
Helene Keery, et al. (2004:237-251) studied, “ Factors Affecting Bodily Image and Consumption Behavior of Female Adolescents, i.e. peer groups , parents, and media, which presented slender models and weigh control techniques. Sheila Parker et al.(1995:103-112) studied, “Bodily Image and Weight Control Behavior among the US White and the Black Female Adolescents.” She found that the US black female adolescent defined beauty of the body as a threshold to work. On the contrary, the US white female adolescents defined that it was the perfectness of the social culture (parents, close friend, friends of opposite sex, school society, and media), which influenced the weight control behavior in both white and black female adolescents.

From the studies of the media influences over the youth behavior such as the studies of Noppawan Tantiwejkul (2001) on “Analyses of Influences in Cultural Cultivation by TV Advertisement over the Thai Youth in Schools.” She found that the TV advertisement differently influenced the cultural cultivation of the Thai youth by educational context. Characteristics of the cultural cultivation as mainstream were directly influenced by the TV advertisement as well as similarity of the consumption idea to the advertisement. These onlookers were influenced from the many supportive

factors. For example, family and peer group strongly influenced ideas and values related to drinking and the alcohol beverage for the purpose of social acceptance and consumption to draw sexual appeal.

Similarly, the study of the Thai lady's image in the song of Metta Kritwittaya (1979, referred in Jintana Ngarmsiriporn, 2002:18), finding that presentation of media disguised previous illusion of societies disseminating that valuable and desirable ladies were rested on her beauty, and her youthfulness. It was corresponded with Kanjana Kaewthep and Wilasinee Phipitkul (1996) conducting survey on knowledge of "Women and Media in Thailand" in 1977-1982. They found that magazines influenced caring the shape of female youth. It was found that it was popular for female youth reading many magazines, like Cleo, Cosmopolitan, Koo Sang Koo Som, and Woman Magazines especially articles about health, tip to beauty or interviews key persons on caring their bodies to be as model in practices. Magazines were different from other media because they were prepared by women, for women to read and related about women. So, they had strong influences to cultivate women in many things either private life or expectation in work life. They were also key mechanism to build woman image in societies affecting perception of "Womanness" of the readers. Woman magazines played duties of the informal educational resources and key informant for women particularly female youth group.

2.5 Conceptual Framework



CHAPTER 3

RESEARCH METHODOLOGY

A qualitative research was used to understand the meaning of self-body image, social body image related to fatness, slimness and beauty linking to the weight control behavior of female adolescent in the senior high school level. Such technique would help better understanding phenomenon related to the meaning of self-body image, and the weight control behavior of female adolescent.

A qualitative research was a technique, which would help to better understand the meaning of self-body image, social body image related to fatness, slimness and beauty linking to the weight control behavior of female adolescent. Rationally, a qualitative research could better explain the social complexities and the meaning of the socio-culture. It also helped observers to clearer see phenomenon than a quantitative approach. It holistically understood research problems.

3.1 Site and Population

This investigation selected a purposive sampling of a high school in Bangkok. By reasons, it was public school prolongly active and renown, being a large size school with sufficient population for investigation. It was also close and convenient for the researcher to conduct fieldwork. She also knew parents and students in this school including remarkable cooperation from the administrator, teachers and students. By its prolong fame, students were from many different statuses and this better helped gaining coverage information.

The selected public school was under supervision of Office of Basic Education running junior and senior high school level with 3,802 student classified by 2,093 were junior level and 1,709 were senior level.

At the senior level, the school had divided into 2 programs by students' needs and aptitude preparing them foundations for different occupations. They were they the

Science Program with study plan of Science-Mathematics, and the Arts Program with study plan of Arts-Mathematics, Arts-Language, General Arts and Social Sciences, respectively.

Population was female adolescent studying in the senior level because they were the middle adolescent group with growing brain and height. Sufficient nutrition was still needed to grow their brains, bodies and learning. This age groups loved beauty, took interest in their bodies and dressing.

3.2 Samples

Sampling for this investigation was as follows:

Preliminary Survey

An accidental sampling was used to find 20 senior level students, 10 from the science Program and 10 from the Arts Program. They were asked to write essay explaining about their self-body image with title “My Body” for the purpose of surveying their thoughts related to the self-body image, their appealing body, opinion on fatness, slimness, and beauty of female adolescent. It included the opinions on their weight control behavior. These informations would be used as guide in formulating questions for further in-depth interviews.

In-depth Interview

After the preliminary informations had been collected from their essays of “My Body”. They were used as guide to raise questions for the in-depth interview. A snowball technique was used during the in-depth interview and samples were assembled by word-of-mouth. The researcher had asked essay writers whether did they have any friends behaving the weight control as well as asking them to introduce the researcher to them for interviews. Then the first group sample would introduce the following friends. This process had been used till complete having 12 samples or to fulfill adequate information.

Focus Group Discussion

The senior level of Mathayom 5 [K11] was selected. Currently, there were 559 students divided into 4 sections of the Science Program and 8 sections for the Arts Program. Each section contained 50 students. The researcher selected them and divided into 2 groups by 10 each for conducting the focus group discussion. This was to support information from the preliminary survey and from the in-depth interview to gain more accurate data. Samples were as follows: -

A section with 10 samples from the senior level of Mathayom 5 [K11] of Science Program

A section with 10 samples from the senior level of Mathayom 5 [K11] of Arts Program

The focus group discussion was arranged the group had to be in the same level and the same section because they were required to freely comment and with familiarity among their friend group.

3.3 Data Collection

Multiple techniques of data collection were used in this investigation. They were the focus group discussion; in-depth interview and observation including essay writing from the female adolescent so as to cross check the gathered data. Three months had been spent in the data collection, as details follows: -

Step 1: Preparation

The school was contacted and coordinated to find out the preliminary information. Then a recommendation letter was requested from the university to meet the director of the school and advisers of each class. After being agreed, the researcher conducted data collection and sampled for the investigation.

Step 2: Preliminary Survey

The preliminary survey was conducted among 20 female adolescent of senior high school level by accidental sampling to write essay about the self-image in the topic of “My Body”. This was to survey their idea related to their self-body image,

appealing body, opinion on fatness, slimness, and beauty including opinion about the weight control behavior. These data would be as guide to formulate questions for the in-depth interviews.

Step3: In-depth Interview

It was used in this investigation, which the researcher viewed that it was a technique, which better helped gain what were studied and deeper details than other techniques. It helped the researcher to gain deeper details on defining the self-body image, social-body image related to fatness, slimness, the beautiful and defining the weight control behavior. The in-depth interview effectively allowed the researcher to question deeper in different issues from informants. It also helped the researcher to observe their reactions during interviews also; the interviews were conducted among sampled selected by snowball technique.

With the preliminary interview and essay describing the self- body image about issues of “My Body”. Contents for the in-depth interviews were as follows: -

- Meaning of the self-body image of the female adolescent
- Meaning of the social-body image of the female adolescent
- Meaning of “the beautiful”
- Meaning of the adolescent-body image, fatness, slimness, and the beautiful
- The weight control behavior, i.e. fasting, reducing food / using supplementary diet, exercising, using drugs and others.

12 samples for this in-depth interview were those were behaving the weight control by fasting, reducing food, using supplementary diet, exercising, using drugs either by a technique or more than one technique.

Steps of Interview

After samples for interview were selected, the researcher asked permission of their class advisors to conduct interviews. The researcher introduced herself and informed the objectives of the matters to find their volunteering and predisposition to be informants and other collaborations. After they agreed, the researcher allowed them to fix their best convenient date for interview. Any samples were unwilling for it, the researcher would proceed to another samples.

Selection for best place of interview was by their own arbitration under the scope that it should be private so that they could best respond and comment without any anxieties being heard by others or being heard of privacy what they wished to disclose to others. Most of them selected the guidance rooms because it was well proportionate and secluded into privacy and the guidance teachers were stationed nearby. Some selected the school canteen after the last class including during Saturdays and Sundays because the guidance rooms were closed and the canteen was adjourned and not crowded like during the class hour where private business could be conveniently discussed.

During interview, the research called herself as a senior and asked for their nicknames to create intimacy with permission to record and to take notes on critical issues so that interview would flow well and natural. The researcher promised that information would be kept confidential among the two while presentation in the thesis would be in pseudonyms. Interviews were started with general topics and added with topics of prepared questions to avoid boredom. Time was never fixed but depended upon informants on their data. Most interviews took about an hour but in the appointment the researcher had informed the approximate time for each interview so that they could organize their time. After interview, the researcher asked for their telephone number for new arrangement of interview and thanked informants with souvenir.

Step 4: Focus Group Discussion

It was conducted among 8-10 person spending around half an hour to two hours. Techniques of conversation-interviews were used to focus on critical issues to find information from the group. All had opportunity to reflect their authentic idea. This focus group discussion saved more time than private interviews and also it helped support the preliminary survey data. It also helped the researcher to observe and see their reaction of participants. (Nisa Juto, 2002:185)

2 groups of the focus group discussion were organized with similarity to the population intended to investigate. Each contained 10 members and so there were 20 members, i.e.

10 students from a class of Matayom 5 (K11) in the Program of Arts

Students of the same class were selected to participate in the focus group discussion because they could express their idea freely and with friendliness among classmates. Agendas were relevant to the research questions to gain information supporting the in-depth interviews, i.e.

- Meaning of the self-body image of the female adolescent
- Meaning of the social-body image of the female adolescent
- Meaning of “the beautiful”
- Meaning of the adolescent-body image, fatness, slimness, and the beautiful
- The weight control behavior, i.e. fasting, reducing food / using supplementary diet, exercising, using drugs and others.

Instruments for Data Collection

- Questions for the focus group discussion
- Questions for the in0-depth interview
- Notebook, and pens for taking notes and to help decoding the recorders
- Tape-recorder to recorded the interview
- Cameras

Summary of Techniques about Data Collection and Informants, i.e.

| Techniques of Data Collection | Number of Informants |
|-------------------------------|---|
| 1. Essay Writing | - 10 students from a class of Matayom 5 (K11) in the Program of Science - 10 students from a class of Matayom 5 (K11) in the Program of Arts |
| 2. In-depth Interview | 12 students from a class of Matayom 5 (K11) who behaved the weight control. |
| 3. Focus Group Discussion | - 10 students from a class of Matayom 5 (K11) in the Program of Science - 10 students from a class of Matayom 5 (K11) in the Program of Arts |

3.4 Data Analyses

They were conducted during data collections in the fieldwork of Focus Group Discussion and In-depth Interview under the following procedures.

3.4.1 Reviews of Information

During the in-depth interview, which was conducted by the researcher herself by taking notes and recording and after each interview, the researcher had revised its completeness before returning home. Then the notes were compared with the recording for modifications. In addition, The researcher checked the validity with the thesis advisors before taking the next step of analyses.

Reviews Validity and Reliability

To gain reliable data and relevancy, the researcher employed the triangulation technique based on Denzin & Lincoln (1994) (Nisa Juto, 2002:31). This technique was twice checked by the methodology of Data Triangulation to test their accuracy. Had there been contradictory or incomprehension of the response, the researcher would check back with the informants for common understanding. It was also investigated from many sources and many times with related to the same issue. Also, the Methodological Triangulation was applied. It was different techniques of data collection to gain the same information. It was witnessed here with the focus group discussion and the in-depth interview, which the researcher used for support and comparison of data to find their validity and reliability.

3.4.2 Data Analyses

The content analysis was applied with data gained from the notes taken during the fieldwork of the focus group discussion and the in-depth interview, the observations, decoding, and rewriting to be used in classifying data, coding, grouping and finding their relationship based on Strauss' Paradigm (Strauss, 1990). It was the analysis illustrating logic of the data or rationality of variable sets being analyzed and interpreted. This was to find the relationship of meaning about the self-body image, the social-body image related to fatness, slimness, the beautiful and the weight control behavior among the female adolescent.

Steps of Data Analyses

2 techniques of Strauss were applied in this investigation only but the researcher did not use the final one of the Selective Coding which was proper for analyses to lead to the Ground Theory.

1. Coding

Decoding data gained with consistent to the raised questions by reading statements from note-taking formats and decoding tape-records from interviews with cautions and in many times followed by analyses and developed the code and categories. This coding would be systematically subcoded under the core categories or the theme and their sub categories. This would allow recognizing details and helped guide for accurate analyses. This coding had been reviewed with note taking from the fieldwork with the thesis advisors to find consensus for valid coding.

2. Axial Coding

Data from the first step which were core categories were linked with other categories to find their relationship with those grouped variables based on contexts and different conditions, the rational relation to understand the social phenomenon. This was the weight control behavior of the female adolescent.

3.4.3 Interpretation and Presentation

The body was used as scope in interpretation and from the reflections of relationship among variables, then they were presented with descriptive writing to explain details of the basic data of informants, details of self-body image, the social – body image related to fatness, slimness, the beautiful and linking to the weight control behavior of the female adolescent.

3.5 Limitations of the Study

3.5.1 Techniques of the qualitative data collection were counted vital to the researcher but limitations might be risen by inexperience of the researcher itself.

3.5.2 The qualitative research emphasized flexibility of the techniques and they could be re-applied to test the same group, which might create limitations by over flexibility and unable to inform the holistic details in the research reports.

CHAPTER 4

RESULTS

An investigation on Body Image and Weight Control Behaviors: a study of high school female students was to explain the meaning of self body image and the social body image about fatness, slimness and the beauty linking to the weight control behavior among the high school female students. They reflected the body image of the cultural context of adolescent, goals of weight control and their weight control behavior.

Results were divided into 5 parts, i.e.

1. The Site
2. Demography of the Samples
3. Defining the Self-body Image
4. Meaning of Social-body Image, Fatness, Slimness and the Beauty
5. Meaning of the Self-body Image and the Weight Control Behavior

4.1 The Site

4.1.1 Generality of the School

This investigation selected a purposive sampling of a high school in Bangkok under supervision of Office of Basic Education. By reasons, it was public school prolongly active, being a large size school and renown on scholar and recreation. Students were mostly from many middle classes with private business, civil services and company employees. This public school was running junior and senior high school level with 3,802 student classified by 2,093 were junior level and 1,709 were senior level.

Its general environment was well located near the communication with many routes of buses passed by. The school climate was remarkable in orderliness, strict

security check for outsiders and students. Outsiders contacting teachers or students always needed to register first at the information kiosk in front of the school.

Many bus routes passed by with motor tricycles, taxis and hired motorcycles. Traffic was busy before classes began and after the last class.

Being the large site with number of students but the utility spaces were limited. 3-5 floor buildings were met upon entering the compound with a U shape structure. The center was the playground and parking areas so that it would not look compressed.

The ground floor of Building 1 was the canteen for alternative lunches beginning from 11.00-14.00 hours. There were 20 food service booths containing noodles, Thai papaya salad, steak, rice coated with food, order dish, chilly and sour dish, fruits, dessert, juice, carbonate water, fresh milk, ice-cream and so on. The 2nd – 5th floors were classrooms.

The Building 2 was a multi-purpose hall while Building 3-5 with their ground floors were reserved to for study rooms of the administrators, teachers, guidance rooms, dispensary, meeting room, corporative shop. Their 2nd-5th floor were reserved for classrooms.

Drinking spots were installed at every building free of charges. Litter cases were placed by intervals for cleanliness in the school.

4.1.2 Nature of Learning and Teaching

The school had divided into 2 programs by students' needs and aptitude preparing them foundations for different occupations. They were they the Science Program with study plan of Science-Mathematics, and the Arts Program with study plan of Arts-Mathematics, Arts-Language, General Arts and Social Sciences, respectively.

Periods of teaching began at 8.10-16.25 or 9 periods with 40-50 minutes each. Periods were depended on the program such as The Program of Science emphasized physics, chemistry, and biology while the Arts focused on social sciences, Thai, English, French, German and so on. The compulsory subject attended by all were guidance class, which was at least twice a week attendance was requisite so as it helped to extend their study by their aptitude. It prepared them readiness and

information for higher studies, and guidance on education. The physical exercise subject had to be attended at least one period a week to enhance their healthiness. Students were provided with a free period a week for free subject to study during the first semester to leverage their knowledge, and to encourage them expressing their aptitude and interest.

Students were most spending their learning in their regular classrooms but some changes of the climate when they change their classroom in another building during the guidance classes, the physical exercises, the laboratory classes, i.e. sciences and audio visual aids and so on.

4.1.3 Scholar Supports in the School

It was regularly witnessed by exhibitions and the scholar weeks that students would improve their knowledge, i.e. the English Week, the Sunthornphu Day, The Thai Day. This was to encourage the correct uses of language by this grammar and phonetics. Exhibitions were organized for food shop arrangement, cheap textbooks, language kiosks, and quiz competitions.

4.1.4 Recreation and Health Supports in School

This was to encourage students to participate on their skills and interests to hearten them to think, to express and to find their own ability. It would bring them pride and values such as activities were school sports, school games and organized sport and game competition and cheering. It also increased unity, relaxation after classes and enhanced health. In addition, students were encouraged to participate competitions in cross-schools and institutions, e.g. singing contest, music contest, dancing, Miss Thailand Contest. It was found that the school collected countless rewards and needed a room for their exhibitions of each batch so as to motivate self-improvement, e.g. the Youth Games, Thai Dance Contest, and Miss Thailand Contest, and so on.

The researcher found that the school encouraged saving disciplines by establishing the school bank, the school corporative so that students could participate to be the board. It was to cultivate discipline of saving and money worthiness.

Hygiene and Health of students were in good level because the school provided dispensary room for the sick students and health problems. It was found that students visited to health consultation at the dispensary room each day regarding menstruation, beauty, and facial skin including pills for headache and stomachaches.

In addition, the school had organized activities to promote health for students and parents to participate in every Friday afternoon. Aerobic dances were trained for them who were interested to participate.

4.2 Demography of Samples

Preliminary survey had been conducted among 20 senior high school female students - 10 from the Science Program and 10 from the Arts Program. They were asked to write essay on “My Body” to survey their opinions about the self-body image, appealing body, and their opinions on fatness, slimness and the beauty including their weight control behavior. These data would be used for the questions for further in-depth interview.

Among 20 girl students, it was found that they were 16-17 years with average weight of 53.95 kilograms, average height 161.5 centimeters and GPA of 3.00-3.432.

20 girl students commented on their self-body images that 18 of them were dissatisfied with their existing bodies thinking being fat and short, and unproportionate. Only one thought that she was too slim and needed to be heavier. Another one even being dissatisfied but needed to be slimmer which might be better image, if possible.

It was found that most required good shape and female adolescent commented many styles of good shape, i.e. not fat, not slim, proportionate, no fatty, tall and slim but balanced weight, and needed healthiness.

Opinions about fatness and slimness of female, it was found that more than half of female adolescent saw it as positive. Slimness created confidence, active, and well fit in all dressing and better than those fat ones as well as jealous from those who found. Even they saw it was positive but if it were too slim, it proved to be infirm too. They reasoned that too slim looked infirm, weak, and fragile like malnutrition while

most of them saw fatness negative because it affected health, lost confidence and being mimic and infirmity. Few of them positively saw it as lovely and warm.

Opinions of beauty among adolescent, it was found that most of them thought it was associated and common which all needed it but it should be moderate and matching the age. It should be natural or bright and lovely. Some of them commented that it should be from the heart and action. Only one thought that it was not important for adolescent because learning should be better prioritized.

Related to the weight control behaviors, it was found from the survey that most of them disagreed with reducing weight, vomiting and using tools to reduce weight. They reasoned that it solved the end-cause and endangering the body. There was not permanent way to reduce weight. Fatness could return. But all agreed with exercising to control weight because it was safe and made one healthy.

Most female adolescent agreed with controlling weight by dieting and supplementary diet because it needed to control quantity of food. They thought that supplementary diet helped nutrition and less endangering than using drugs. But some agreed with diet and disagreed with supplementary diet because it was a waste without cause.

From the preliminary survey of essay writing on “My Body” from 20 adolescents, they helped the in-depth questions relevant to the questionnaire, i.e.

- Defining the self-body image of the female adolescent
- Defining the social-body image of the female adolescent
- Meaning of the beauty
- Meaning of body image of adolescent, fatness, slimness and the beauty
- The weight control behavior in different issues.

They were used for the in-depth interview among 12 samples: 6 from the Program of Science, and another 6 from the Program of Arts. Samples were introduced by those who wrote essays.

12 samples involved in the in-depth interview were from Program of Science and Program of Arts in the level of K11 with the age about 16-17 years, 54.75 kilogram by average and 161.58 centimeters high. They were studying in K11 and 6 were from the Program of Science, and another 6 were from the Program of Arts. It

was found from the observation that most complexions were fair, proportionate tall, fair outlook but some were stout with their organs but looked good and not fat.

Their demography were half of them had their parent private business such as clothing business, furniture sellers, groceries, and so on. The second was the civil servants and the others were staff and employees respectively. From questioning the guidance teacher, it was found that most of them were wealthy. Some were moderate. They were polite and friendly with manners to their maturity. All samples earned GPA of 3.02-3.48. (Table 15)

Most stayed with their parents and only one stayed with close relatives because her parents worked far away but visited her once a week. More than half of samples returned home by parents' escort. The rest were by hired truck, the bus and walking.

Table 1 Demography of the Samples

Program of Science

| Ser. No. | Weight -height | Age | Opinion about Self-body image | GPA | Parents' career |
|----------|----------------|-----|---|------|------------------|
| 1 | 54/159 | 17 | Fat, short, swollen and fatty limbs | 3.02 | Employee |
| 2 | 65/167 | 16 | Not proportionate, skinny limbs but large at leg span and abdomen | 3.13 | Private business |
| 3 | 53/157 | 16 | Big leg, short, lose muscles | 3.07 | Private business |
| 4 | 63/166 | 16 | Short, fatty abdomen, large waist, accumulated fat | 3.17 | Private business |
| 5 | 55/166 | 17 | Large structure, fat only the upper arms, upper leg and accumulate fat at the abdomen | 3.06 | Private business |
| 6 | 50/161 | 16 | To large leg and loss muscles | 3.3 | Employee |

Program of Arts

| Ser. No. | Weight-height | Age | Opinion about Self-body image | GPA | Parents' career |
|----------|---------------|-----|---|------|------------------|
| 7 | 55/163 | 17 | /sort, large limbs, fatty loss muscles | 3.48 | Civil service |
| 8 | 56/165 | 17 | Fat, round, meddle abdomen, fatty stomach | 3.28 | Civil service |
| 9 | 65/165 | 17 | Fat, short, large upper leg fatty | 3.05 | Civil service |
| 10 | 49/157 | 17 | Short, too large limbs, loss muscles | 3.19 | Private business |
| 11 | 47/160 | 17 | Fatty at upper legs and accumulated fatty abdomen | 3.26 | Private business |
| 12 | 45/153 | 16 | Short, large legs and fatty abdomen | 3.17 | Civil service |

Their activities began at 8.10 hrs. by honoring the national flag followed by homeroom so to meet the class advisor and followed the class sessions till 11000 or till 12.00 hrs. There was a lunch break and they took their lunch in the school canteen where they could buy different dishes of noodles, Thai papaya salad, vegetable salad, steak, rice coated with good, ordered dishes, hot and sour salad, fruits, desserts, carbonated drinks, fresh milk, ice-cream and so on. They took lunch in groups with various members. After lunch, some ordered desserts and conversed in the canteen or in the kiosk prepared around the compound and some would met the guidance teachers. Some returned to their classrooms or the library. Then at 13.00-14.25 the pursued their regular learning sessions.

Their peer relation was witnessed grouping of 3-10 students. Most were grouped by characters and by common or by similar preferences. They did activities in groups such as watching movies, dining, shopping, and taking special tuition. Each group was mixed with the good shape, fat and thin members. Some groups selected only the good shape ones to attract students surrounding or called themselves the Pop Group.

Topics of conversation in their grouping were mostly around their sharing activities, e.g. movies, special tuition, movie stars, singers, actors, news, shopping, dressing, shape, lovers, families or gossiping about other groups even like and dislike ones.

Their activities outside the school were mostly taking special tuition, movies, and shopping. Most of them took special tuition after classes and during Saturdays and Sundays preparing themselves to enter universities. so, they had ore activities the other groups. Some earned their special income by being the salespersons in different restaurants.

4.3 Defining the Self-body Image

Their self-body image was how they saw, how they felt and what they appeal about their bodies.

From the investigation, it was diverse by different beliefs, experience. It was found from the study that they defined it in to 5 issues, i.e. seeing it by

- 4.3.1 Segmenting
- 4.3.2 Opposite Pair
- 4.3.3 Comparative
- 4.3.4 Changeable
- 4.3.5 Controllable

4.3.1 Segmenting: it was referred to female adolescent perceived dividing their bodies and considered then by parts of organs, i.e. hands, legs, breast, waist, abdomen and so on. So, they used their organs as criteria to review their bodies whether they were satisfactory or not. From inquiries, it was found that the dissatisfactory ones were having any parts being large or too obese, which was the additional fat and looking fatty and ugly.

It was found from the investigation that they were dissatisfied with their bodies commenting that not proportionate. Some parts were too large and most of them focused on their hips, arms, and legs. If they were obese, they would affect their dresses and not beauty. For example, 2 of 3 adolescents prioritized size and shape of their arms, and legs especially their upper arms, and upper legs more than other parts because they extruded from dresses and hard to cover particularly dresses by fashion while 1 in 3 viewed their hips, abdomens and breasts respectively.

“Thinking within myself, I am too fat, not proportionate, breast is not breast, waist is not waist and trouble with my large lower parts with large hip and legs.”

(Nam: 17 years)

“Mine is not symmetric, tiny arms and legs but the lower part almost the middle is large as if it is better to slice it out.”

(Beer: 16 years)

“Limbs are large and ugly after dressing. Forget these short sleeves. The upper arms are so big, dreadful when swing them.”

(Ching: 16 years)

“I think I am short and want to be taller. Now I have fatty belly, large hip and awful when putting on pants.”

(Hooda: 16 years)

“Hate now my shape because of fatness, large structure and fat and my upper arms, upper legs and belly are full of fat.”

(Pom: 17 years)

“Fatty now with large legs, my upper legs. See, I look short and awful with pants and the fat is dancing.”

(Pan: 17 years)

“Overall is symmetric but fatty with the upper arms, upper legs, and belly with fat. I wish I have better shape less belly and slimmer limbs.”

(Yuki: 17 years)

“Thinking my legs are too big and covered by strident skirt. But if with pants, it is congested and uneasy. I wish I had slimmer legs another 2-3 inches. It looks better with pants.”

(Ui: 16 years)

It proved that they were dissatisfied with their bodies by considering their organs in either part, which were larger than the others. The appeal shape and satisfactory was slim where every organ is small, tight and shapy in all rather than any parts.

4.3.2 Opposite Pair: 1 in 3 among them viewed their bodies in the opposite pair. I was found from the investigation that when they commented on their shapes the explained in opposite pairs. And, with the appeal body, they wanted to have the opposite shape of the existing ones. For example, those thinking of being stout and short required being taller, while the obese bellies required them flatter.

Among them, viewing what shape were their bodies either shapy, or fat, or slim was considering opposite pairs like tall-low, short-long, thick-thin, large-high, round-flat, big-small, and they should exist together like body and mind and so on.

“Now I am fat, short, dark, dumb, big without beauty. If possible, I want to be taller for another 5-6 cms. and less weight for 5-6 kilos. Then it’s quite OK.”

(Ui: 16 years)

“I think I am round and thick and I disgust it. If flat and just differ in front and the side with showing waist, it is better”

(Nuch: 17 years)

“Thought I am shorter than others, It looks fat, and short. If taller, longer limps, It is better.”

(Gig: 17 years)

“Now I am fat and want flatter belly so not to cover. I have to draw down my blouse to cover it.”

(Pom: 17 years)

“Thought too big hip and putting pants, it seems stressing. My friends ape me that my hip over occupies all places. A bit smaller would be perfect.”

(Beer: 16 years)

It proved that they were dissatisfied with their bodies by considering their bodies in opposite pairs. They viewed their existing bodies with dissatisfaction and kept them on the opposite side of wants by separated them contradictory from their appealing bodies, which were shapy. Each was extreme and parallel.

4.3.3. Comparative: It was found that all dissatisfied their existing bodies and shape even some satisfied with their shapes but still needed to be either more beauty or slimmer, or taller. This satisfaction did not reflect the real satisfaction over their existing bodies.

It was found that female adolescent would be satisfied with their bodies upon many factors, i.e.

1. Comparing the Body with Past One: They compared the existing bodies with the past ones. For example, they were satisfied with their bodies compared to the past fat ones. Previously they were fat but slimmer at the moment. On the contrary, they were dissatisfied on what had been changed from the past, i.e. bigger, and fatter than before.

“Now, it is far better than the past. I was 60 kilos before and now, it is only 52-53 kilos an quite satisfactory than what having been.”

(Mint: 16 years)

“Quite a bit obese because now my dress is very tight, uneasy and some cannot even put. I wish slimmer for 2-3 kilos to put the old dresses.”

(Nuch: 17 years)

“I think I am fatter than during in the junior years since I am not playing sports. After stop playing, my limps grow bigger and not firm. I wish them smaller a bit.”

(Nam: 17 years)

2. Considering Weight and Height: It was found among them to use weight and height as criteria to consider their bodies by applying indicator of the mass to compose. But they did not believe all. The satisfactory weight and height were less weight than the existing one and taller. The ideal one was 165-170 centimeters and 40-48 kilograms only.

“Now, I was too abundant because of my structure. It is large at the upper arms, upper legs and fatty belly. I wish I were 170 cms. and 50 kgs. slimmer limps, less fatty because a large structure should not be fleshy, it looks fat and short so unhappy to look at.”

(Pom: 17 years)

“The BMI is excessive, unreliable. Look at me, 163 cms with 55 kgs. It seems shapy but too big. If I were 50 kgs it’s fine, It look slimmer. Actually I wish I were taller for 2-3 cms. But it is impossible. At home, we were around this. It is easier to reduce weight.”

(Ching: 17 years)

“I wish I were 165 cms and 47 kgs., it should be ideal because all my friends are around here but a bit fleshy and may not look skinny.”

(Gic: 17 years)

3. *Comparing One’s Body with Other:* 3 in 4 of them considered satisfaction with their bodies by comparing with others around them, i.e. peers, family members, sibling, neighbors or those met, such as movie stars, model, or those with the same age found in different places either at visiting sites or during special tuition classes. They commented that they had to socialize and meet people all the time, it was common to compare themselves with others around them on the differences. Had they needed acceptance, they should behave acceptable and alienating.

It as found from the study that they satisfied with the shape of the existing successful movie stars, and models or those at the same age with good shape. Most reasons were symmetric with all dresses. The satisfactory shape was big and different from the family members, peers or outsiders associated. It made comparison that they were ugly and needed to change to those shapes.

“During taking special tuition and shopping my companions beautifully dress but when I put on, it was not like them because of my shape. At Siam, there ware only those with good shape. Whatever they dress they look beautiful but for me, too fat, I feel unconfident.”

(Porn: 16 years)

“Wish to be beautiful, just half of Ms. Cheer, my senior (movie star and singer who studies in the same school), She is slim, tall and healthy. She plays basketball and tall.”

(Nuch: 17 years)

“None is fat at home. I am the fattest. My parents say nothing but my sibling ape me. I feel unconfident to go around and need to reduce weight. So my brother would zip his mouth. He is tall and not looking fat.”

(Pan: 17 years)

“I feel too fat when shopping dresses with my friends. Normally, my mom does it. Among friends I have different size and cannot wear theirs. Certainly, I am fat, fattest and unacceptable.”

(Beer: 16 years)

The study of the social-body image of the female adolescent was to investigate their basic thought, social belief and culture affecting defining their self-body image. Rationally, they needed other to accept and value. They likely attended their outlooks always particularly the female adolescent. Owing outlooks defined by societies was counted being their part. So, their social-body image was another issue to explain different definitions of fatness, slimness and the beautiful.

4.3.4 Changeable: Adolescent saw that their bodies were changeable depending on behavioral environment and food. They saw that shadiness was depended on being attentive to the bodies, environment, peer, and families with etiquette of eating, dishes, exercises or activities properly spent the energy.

It was found from some adolescent who commented that dresses were another factors , which could better their shapes because it was a technique of attending oneself.

They commented that the fat could change to the ideal one or slimmer if being selective in useful eating, fat free, less sum, never fail to exercise. On the contrary, the slim and symmetric would turn fat if over eating and failing to exercise...e.g.

“Our bodies rest on their owners how much they are attended. The shapy, well outlook tells never fail attending them. But obesity means inattentiveness and slimness means caring the health cautious about weight and diet.”

(Mint: 16 years)

“What shape parents have, the same with their children. The tall parents with large structures and it impossible for their children to be slim.”

(Pom: 17 years)

“The fat with less eating, never fail to exercise should be slimmer.”

(Beer: 16 years)

It was found that some of them thought that the bodies were changeable by exercising and could beatified their bodies by exercises.

“Large leg needs air cycling, it helps reduce the upper legs and weight-lift to reduce upper arms and firm muscles.”

(Yuki: 17 years)

“Exercises help firm muscles and tight and help overall and specific shape.”

(Ching: 17 years)

4.3.5 Controllable: Female adolescents saw that bodies were controllable and stabilize the size. Either to increase or to reduce it, depended on direct one controlled with techniques such as eating and exercising.

“40-50 sit-ups reduce my belly and air-cycling is to reduce large upper legs. After 2-3 weeks it is tighter.”

(Porn: 16 years)

“Sensing fatter and uneasy when dressing, so trying to eat less and selective. It helps.”

(Nuch: 17 years)

Summary of the Ideal Body

It was found from the study that most female adolescent loved proportionate shape, slim, and tall. They explained that such shape had long upper arms and lengthening upper legs, tight breast and not too big swan neck, flat abdomen, fat free in other parts and needed some muscles in the body.

“All want shapiness, It must be tall, not fat, not thin, slim and long legs and firm muscles.”

(Beer: 16 years)

“Wishing to be slim, tall, slim and long limbs, fat free, flat belly, most beautiful...But quite impossible to be slimmer. I should be satisfied but no hope with slenderness.”

(Ching: 17 years)

“Wishing symmetric with limbs and all parts firm, fat free because it moves and watery when swing.”

(Yuki: 17 years)

“Wishing to be symmetric, not big hip but match the body, slim legs and not belly-legged. (The calves are unlike the fish belly)”

(Nam: 17 years)

“Wishing to be smaller, symmetric, slim limbs and belly of fat-free.”

(Pom: 17 years)

4.4 Meaning of Social-body Image, Fatness, Slimness and the Beauty

4.4.1 Defining Fatness

Female adolescent defined fatness as follows:

1) Fatness Negatively Affected Image: most of them thought that fatness negatively affected their image by comparing it as follows:

- Fatness was similar to spinsterhood because it was the body unattended by the owner and ignoring their bodies, not charming, unattractive for surrounding people and obstructing socialization and marriage life.

“Fatness is the enemy of female. None prefers it especially adolescent. We shall more socializing, taking special tuition, meeting people and can we be spinsters.”

(Nam: 17 years)

- Fatness meant being a lazy person because it was yielding from inattentive or not enthusiastic to attend the body either by sluggish to work or exercises.

“The fat eats more but lazy to exercise, less energy used and inattentive to oneself.”

(Nuch: 17 years)

- Fatness was a clown and most of them commented it was observed with joking either in front or at the back. Most exemplified with aping gestures either walking, or running and showering or swing fat and introduced aping and funny.

“The fat will be aped and got epithet.”

(Ching: 17 years)

- Fatness was the problem reasoning that it created worries and obesity would meet problem when socializing, aped, inferiority complex, shortage of confidence in both dressing and activities including worries about diseases of the fat.

“The fat meets dressing problem by age and needs super XXXL.”

(Nuch: 17 years)

“Fatness draw countless problems, ill-health, diseases, being aped and difficult to find dresses.”

(Mint: 16 years)

- Fatness was torpidity and they saw that the shape had relationship with personality and movement. Well personality was usually gained from shapiness and because it created confidence, expressiveness. Shapiness leveraged personality, dexterity, competence and active.

Female adolescent viewed fatness as torpidity because the fat was big and slow in movement. It looked slow and inactive.

“The fat looks slow but lovely if not too fat, with full cheek and perfect.

But best is not being fat.”

(Ui: 16 years)

“If being fat, it becomes inactive and sluggish.”

(Pan: 17 years)

- Fatness had relationship with enmity of the females. They saw it as endangering enemy and the troubleshooter to beauty and feminism. Rationally, it

damaged beauty and future of the female and altered them from important time of life. Shapiness associated with beautiful girls and prefectness. A perfect one would have more countless opportunities than common girls and more achievement in life.

“Fatness is the worst enemy. None wants it. It leads to incontinence and risk to disease.”

(Yuki: 17 years)

“Fatness and adolescent are contradictory. It make us ugly an unattractive.”

(Porn: 16 years)

2) Fatness and Positive Meaning: most female adolescent negatively defined fatness but some positively defined it as lovely and jovial.

“Some fat guys are lovely, with fair complexion, it urges to hug and in good mood.”

(Hooda: 16 years)

3) Fatness Related to Health: More than half of them defined that it had relationship with health condition and risk to diseases.

“If obese, it is ill health, risk to diabetes, and knee pains because of over weight.”

(Nam: 17 years)

“The fat faces more disease than the slim. Say, my mom gets diabetes and the doctor asks her to reduce her weight.”

(Gig: 17 years)

4.4.2 Defining Slimness

1) Positively Defining Slimness

- Slimness is Modern: most of them saw that the slim is the modern girl and adjustment to trends. They commented that having slim shape enabling to wear modern dresses because new fashion were petty and stressing shape. Only the slim was affordable and beautiful and fashion-oriented. It was different from the unshaped who could not wear fashionable dresses and looked outdated.

“Fatness and female are contradictory since no fatty is found among the modern girl.”

(Beer: 16 years)

“Today attractive dresses are small but I am fat and cannot wear. If I take XXXL it looks outdated, ugly and not good to wear.”

(Porn: 16 years)

- Slimness was feminism. Some girls commented that slimness was beauty and charming because it composed of beautiful face and body – slimness with attractiveness, charming, caring, and needed approaching. They thought that it was common to watch the beauty.

“A slim girl is shapy and whatever dresses are charming... in all.”

(Beer: 16 years)

“A slim girl is beautiful, shapy, even not fair face but shapiness is acceptable.”

(Hooda: 16 years)

“A slim girl is good looking and attract the opposite sex.”

(Mint: 16 years)

“Most girls want shapiness. It looks fairer, more attractive and caring than the fat the tough.”

“A slim and tiny girl looks charming like a doll.”

(Pom: 17 years)

“Most Japanese heroine cartoons are tiny and all eye at them.”

(Ui: 16 years)

- Slimness created confidence and by their perspectives, slimness was beautiful and wen they were any dresses would look good and attracted other for their acceptance. It created self-confidence.

“The slim looks good. All they wear were beauty, good personality, active, dexterous and confident.”

(Gig: 16 years)

- Slimness was enduring patience and some commented that the slim showed patience of a girl to managing the body either weight controls, eating behavior, and better patient than the fat.

“The slim is the patient, enduring exercises, tempting dishes even wants.”

(Biw: 16 years)

- Slimness was dexterity and by inquiries, it was found that the slim could briskly moved, active and skillful, smart. They reasoned that the slim was tiny, less weight and more convenient to move than the fat.

“The slim looks active, brisk since they are tiny, less weight, convenient to move unlike the fat with reaction from the air.”

(Pan: 17 years)

2. Negatively Defining Slimness

Even they admire slimness, briskness but if it were too slim than what they desired, they also negatively defined it, i.e.

- Slimness looked disheartening, pitiful even most preferred it. But some groups thought that over slim de-beautified them because it brought disheartening, pitifulness, unhappiness, and melancholy all the time.

“Slim is likely good but like bamboo of the meatball is pitiful, disheartening, and so dull.”

(Yuki: 16 years)

4.4.3 Defining the Beauty

The Beauty of the Adolescent: They commented on the beauty that it associated with adolescent, which all were craving for and would do all possible things to make themselves looked good and distinctive. Their beauty should have been natural, bright, no make-up but cover the age. They divided the beauty into 2 types, i.e.

- External Beauty: They were the splendors other found immediately upon seeing. It was found from outlooks, symmetry, fair complexion, brightness, tightly

smooth and beautiful personality. The external beauty attracted people around to acquaint at first sight.

“The external beauty like outlooks, they are part of charms and draws other to acquaint.”

(Porn: 16 years)

“If we are beautiful, and shapy, it is called beautiful outside. It draws those who know not the conducts to acquaint. But after knowing the conducts, it is probably withdrawing.”

(Nuch: 17 years)

- Internal Beauty: They were the minds of an individual, i.e. characteristics, concerns, and humbleness. It could build lasting friendship.

“I admit that the existing outlooks affect first association. Say, all want to know the beautiful and smart but could we prolongly associate or with sincerity, it needs to observe conducts because good looking but bad behaving and selfish, none will socialize.”

(Nam: 17 years)

“Internal beauty is good conduct, helpfulness, concerns, and putting on others' shoes.”

(Ching: 17 years)

“I think the internal beauty is more beautiful than the external one because if I want to associate with someone, I have to observe the conducts. If being selfish, it is useless. It contradicts between the external and the internal beauty.”

(Yuki: 16 years)

Classifying beauty as above, female adolescents commented its definition as follows:

1. Beauty is Symmetry and Balance: they defined beauty as symmetry and balance of the body either shape, and outlooks were all fair. The true beauty was both the internal and the external ones, i.e. shape, outlooks, personality and conducts.

“Beauty should be both external and internal of outlooks, and conducts. This is the best beauty.”

(Beer: 16 years)

“Our beauty exceeds outlooks associated conducts. This is call authenticity.”

(Gig: 17 years)

“The beautiful is not only outlooks but conducts and brain because outlooks can be withered. Only outlooks, it’s awful when being aged.”

(Pan: 17 years)

2. Relation of the Body and the Feminism, Perfect Body and Symmetry are the Perfect Lady

Values of the existing society were at the slimness. It was observed from the popular like celebrities, actors, young singers or models who were successful. They were all slim. In addition, the health business and beauty supported images that slimness was its standards. The symmetric slimness was counted perfect.

1 in 3 of the female adolescent commented over the beautiful body that having beautiful outlooks was only a part helped to be successful. Rationally, they leveraged female better. The girl if being beautiful and shapy, they raise her personality with attractiveness and accepted by all with opportunities to participate with countless activities than those with common beauty. It offered faster achievement. On the contrary, another group of girls admitted that the beautiful outlooks were commonly accepted but to have perfect achievement, it required both outlooks and brain. This was the perfect beauty.

“Good looking, and shapiness affected joining activities because they will be offered more than the common or the ugly ones. For example, cheering selects only good looking, shapiness fearing unable to compete with other teams. It seems to be the superficial.”

(Pan: 17 years)

“Look at those models and actors, all are looking good, and slim. Bad outlooks and unshapy, who would be selected to be the model...sheer difficult.”

(Porn: 16 years)

“I think that outlooks raise personality, attractive and it looks distinct, and attractive. Suppose, during job application with similar ability, whoelse would you select, the beautiful or the ugly...We know it”

(Ching: 17 years)

4.5 Meaning of the Self-body Image and the Weight Control Behavior

Dispositions the female adolescent expressed on their self-image on being slim, and symmetric was counted the appealing body for all, and the existing socio-culture had defined the beautiful that they had to be slim to serve beauty craved by girls. Defining fatness horrified them and unwanted. It was sluggish and disgusted like medicine and media of the day had proposed negativity of fatness, risk to diseases and endangering. For example, a renown institute of reducing weight defined shapiness, “Shapiness; Life Goes Well.” All attempted to avoid fatness leading to the weight control behavior so that they were shapy, perfect as identified by societies.

4.5.1 The Weight Control Behavior

When the female adolescent dissatisfied with their size and weight, it made them worry to the external appearances. This made them the weight control behavior to gain the desired body accepted by social acceptance of the day. It was found that many techniques of the weight control behaviors were implemented such as diet, using drug, and exercising. Either one of all these techniques or associated by many techniques would be applied.

Dieting: it was the most popular among female adolescent when needed to control weight. They behaved as follows:-

1. Reduce quantity of food or taking three meals but reduced the quantity of each one or any meals such as a ladle of rice was reduced to half.

“Dishes are reduced, Say, a ladle remains half of it. During supper, If mom provide much rice, It will be reduced no eating like before.”

(Nam: 17 years)

“I try to eat every meal to fast any one, I feel starving but reduce it and replaced by vet and fruits to make stomach filled.”

(Pan: 17 years)

2. Stop the fries and bakery but replaced by more veg and fruits. All thought that fries and candy gave high energy and fat and they should be avoided or looking for dessert should be replaced by fruits, which gave less energy but more fibers.

“Avoid the fries and oily and if hungry, I take fruits and less water.”

(Gig: 17 years)

“Forget the candy but fruits to reduce energy.”

(Pan: 17 years)

“Previously I lived fries like chicken skins, Chinese chives but now I have to endure till after I can reduce my weight.”

(Nuch: 17 years)

3. Stop some meals such as the supper because near bedtime, it was not necessary to eat because our bodies did not move, no energy be used. From inquiries, it was found that some fasted both morning and evening reasoning that the morning was the rush hour and without taking any meals, it was compensated by many activities to distract hunger. The supper should be avoided because it may accumulate. So only lunch was probable but lasted longer to compensate the supper.

“Someday, if I return home late, I skip supper by hurry to bathe and to bed to avoid a meal.”

(Nam: 17 years)

“Some days, I do not take breakfast since it rushes and only a while to lunch.”

(Mint: 16 years)

4. Limit calorie by reducing high energy and fat food. Some restricted calorie in their food each day by fixing not exceeded 1,000 calories a day. They also select to eat high calorie food in breakfast or lunch while supper was mild.

“Only 1000 calorie a day. It is planned that what delicacies are today and select the high calories for breakfast.”

(Mint: 16 years)

5. Substitution: from inquiries, some while controlling their weight, they found that substitution worked. It was any day if they wanted to eat heavy meal such as bread and cake, they would take them to replace rice so the body would not over be excessive in food.

Someday, I starve for cakes, I shall take them to substitute rice during either lunch or during breakfast.”

(Pom: 17 years)

6. Selective meals: some needed high calorie they would select either the breakfast or lunch because the body still needed energy and to reduce accumulation of the energy in the body.

“See, if what will I take more during breakfast and at lunch. It might be rice or low fat milk. IN the evening I shall take vegetables and fruits like either spicy sour vegetable dish or Thai papaya salad.”

(Hooda: 16 years)

- Exercising: it was the best and the safest one as they thought and able to definitely controlled the weight. But they did not select because results were slow or excuses of no time and tired.

“Exercising is the best for weight control and it is safe without pay.”

(Pom: 17 years)

“Exercising helps effective blood circulation and strong with faster reducing weight and slow to return to fatness like using drugs.”

(Ching: 17 years)

“Exercising is the best, safest, strongest but exhaustion. Sometimes, when weights reduced, I stop for sometimes.”

(Porn: 17 years)

“Exercising helps being shapy, strong and safe but should not be excessive.”

(Beer: 16 years)

Their exercising was found most with where they needed to reduce because most youth dissatisfied some parts of their bodies only, such as sit-up to flatten the stomach, air-cycling for upper legs, and weigh-lift for upper arms and so on.

In addition some visited fitness centers to gain symmetry. From inquiries, they reasoned that they were too fat and since young and ilaf to reduce all parts, it needed to take course for exercises. It helped faster reduce weight. And, prolongly fat and became slim without exercise, the flesh would be watery and ugly. It was needed to exercise muscles for firmness.

“During semester holidays, I visited the fitness center and select all course for symmetry. Mom paid .Now my weight is reduced to what I expected except controlling, not to let it increase.”

(Mint: 16 years)

“If I feel my limbs are larger, I shall use weight-lift and air-cycling.”

(Yuki: 17 years)

“I take sit-up to flatten my belly and exercise my upper legs, weight-lift and sometime dance with music.”

(Pom: 17 years)

It was found that more than 3 in 4 female adolescent behaved the weight controls but with mixed techniques.

“I select fat-free food, no carbonated water, and sit-up in the evening.”

(Ching: 16 years)

“Stop all cakes but if hungry, I take fruits and full dish at lunch so that being less hunger during supper and eat less. Some time I lift the weight or take air-cycling.”

(Nuch 17 years)

“ I take aerobic dance every evening and symmetric exercises. Drink more water to eat less.”

(Pan: 17 years)

Using Supplementary Nutrition: most of them did not know the supplementary nutrition for weight control and never thought to use. Only one used it.

“ I have ever used substance extracted from chili and green tea. They say it helps dissolve fat but after taking, there is nothing change, so I quit.”

(Mint: 16 years)

Using Laxative to Reduce Weight: It was found that only one used it by using laxative from senna found from TV Ads. They reasoned that excretion was difficult for them and needed laxative. What was extracted from nature should not be endangering.

“ Now, I take laxative tea to replace senna. 3-4 days a time, I have difficulties with excretion and feel uncomfortable. After excretion, I feel relief a like a kilogram is reduced.”

(Mint: 16 years)

Most agreed with using drug to reduce weight but none used it because, they feared it endangering to their health and their parents knew. They similarly commented about using drug to reduce weight as follows: -

1. Using it help faster reducing weight, not tiresome and endurance to hunger but high risk

“Certainly, it faster reduces weight but danger and another thing is fearing the parents to know.”

(Pan: 17 years)

“ It absolutely should not because of high risk. If needed slimness, it is best to fast and exercise.”

(Beer: 16 years)

“Drug for reducing weight is dangerous and should not be taken. I have found from a book that it creates kidney diseases. If stop, it become fat again.”

(Kook: 17 years)

2. Thinking that using drug to reduce weight endangered the body because the drug was the chemical to suppress the function and it was found from advertisement on its harms on being Alzheimer, distraction and loss of mental control.

“Drug stop hunger so it reduce weight but endangering because I have found in TV on interviewing those ho used it. They were likely blur, loss memory affecting the nervous system. So, it should not be used.”

(Ching: 17 years)

“The drug reduces concentration and endangering because it is the chemical. So, it is not good for us.”

(Yuki: 16 years)

3. Some commented that using drug to reduce weight was nonsense of the stupid who solved the end-causes. Fatness started from improper eating behavior. Taking drug and after stop, the persons return to eating again so returning to fatness then they had to return to drug again.

“It is nonsense a stupid technique. Needing slim, one has to stop eating. Stop drug and return to eating, it is the same .”

(Nam: 17 years)

“WE must solve the cause. Fatness being from eating without exercises. But if we take drug and still eat much without exercise, it was to solve the end-causes. Then we have to take drug till life.”

(Ui: 16 years)

Using Devices to Reduce Symmetry: from their comments, it was found that they both agreed and disagreed. 1 in 3 agreed with reasoned that they found from ads and was reliable and effective. So they propose on sales and devices should faster help reduce weight than regular exercising. The disagreed group reasoned that the ads were over exaggerating and senseless to deceive the stupid and they had met those bought but ineffective.

Thought there were groups of agreeing and disagreeing but none female adolescent were found using on the basis that these devices were expensive, wasting and worthless to the spending.

“I disagree with the instrument. My sister bought it the shaking waist but none is effective. She is still fat.”

(Nam: 17 years)

“I disagree. It is clear in the TV ads, it’s over exaggerating. It is impossible that shaking n reducing the weight.”

(Pom: 17 years)

“I disagree because it is expensive. Do not know whether it is effective after buying. If it is good why do they advertise?”

(Ui: 16 years)

I disagree. My sister bought the pants to reduce the shape. I have tried but feel uneasy. Where the pants compresses, It reduces but it ousts somewhere else.”

(Hooda: 16 years)

“I agree. We are reducing the weight and there is some devices to help it should be faster. I never use because it is too expensive.”

(Beer: 16 years)

“I agree since it is another help the body looks good and firm. What is shaking is to firm the muscles but too expensive.”

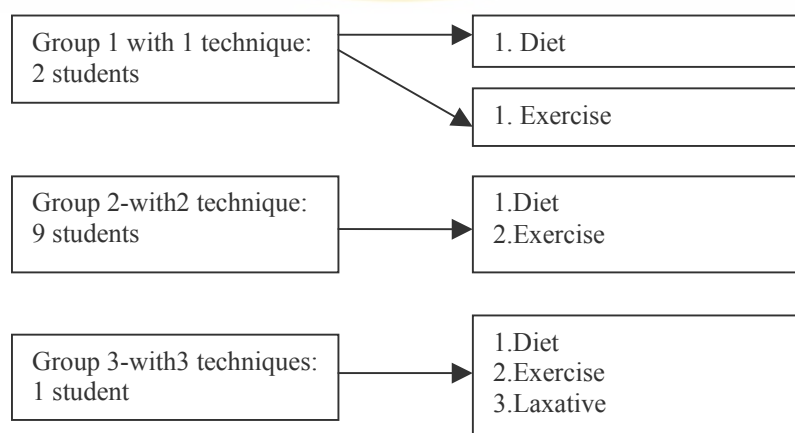
(Porn: 16 years)

4.4.2 Models of the Weight Control Behavior

From study, there were 3 models found among adolescent in controlling their weight

Models of the Weight Control Behavior among Adolescents

Models of Behavior



It was found that 2 female adolescents controlled their weight with either diet or exercise only. They similarly reasoned that diet and exercises used because thinking that they were unlikely fat but there were some unwanted parts. So, a technique should be effective enough.

The group with 2 techniques was found that most female adolescents applied diet associated with exercises. They reasoned that for faster results more than one technique had to be used but exercise made it faster in reducing weight and symmetrically firm and effective in reducing fat and additional.

In addition, Only a student used 3 techniques of weight control, i.e. diet (limit calorie, selective of the meal and substitution), exercise (fitness center to reduce shape), and laxative (senna laxative). They reasoned that it was for faster effectiveness. Reducing fatness required reducing quantity of food associated with exercises. The senna laxative was used when feeling uneasy and to flatten the belly only. When excretion had been made, it was comfortable and reduced almost a kilogram.

CHAPTER 5

DISCUSSIONS AND CONCLUSIONS

A study on the Body Image and Weight Control Behaviors of high school female students was to investigate meaning of knowledge, belief and experience related to the body image linking to their weight control behavior.

A qualitative research was used with descriptive statistics, in-depth interviews and the focus group discussion for data collection. It was to understand data of defining the self-body image, and the social-body image related to fatness, slimness and beauty linked to their weight control behavior. It also helped to explain the complexity of the societies and cultures of the samples with clearer views of phenomenon happened with their behavior.

Results of defining body image and their weight control behavior were discussed as follows:

- 5.1 Defining Self-body Image
- 5.2 Meaning of Social-body Image, Fatness, Slimness and Beauty
- 5.3 The Weight Control Behavior

5.1 Defining the Self-body Image

It was found from investigation that there were 3 issues of defining. First, it was segmenting. They divided their bodies into parts, e.g. arms, legs, waist, hip and belly and so on.

Second, they defined their self-body image into opposite pairs. The appeal bodies were opposite to their existing ones such as the short wished to be taller and the fat wished to be slimmer.

The last one was defining their self-body image into comparative. They compared their existing bodies with the past. Had they been shapy but the day they were fatter, so they were dissatisfied with them or vice versa, they would be satisfied

and proud. Next, it was to used weight and height to help consider their shapes and compared with other shapes among their peers, family members, admiring persons, or those found in different places or in media. These affected them to reflect their existing shapes and judge whether their shapes were satisfactory or not.

Most were not satisfied with their shape caused by many indicators so socio-culture, i.e.

- **Peer Group:** It was most influencing their weight control behavior because they judged good or bade shape by comparing themselves with shapy peers accepted by all and decided its beauty. Most found with shape problem because of their friends' observations. Problem would be counseled by friends for solutions.

- **Family:** Most weight control behavior among female adolescent was caused by observations of the family members and they had different shapes from others. for example, having sibling but they could not use dresses with them. So they examined what were wrong with them. To be accepted by the family members and not alienation, they sought techniques to change their bodies not alienating with others.

- **Media:** Influences of media proposing female beauty like slim and they were successful to propose disease and ill-effects of fatness and influence of fashions using the slim models stressing shapes to attract public eyesight. This enticed female adolescent and needed to imitate the fashion. They saw that dressing fashion presented was for standards, i.e. slim only would look good. Virtual reality of the media affected their dispositions rousing dissatisfaction of their bodies and minds. It supported improper behavior to their health only to follow the shape dictated by the media. Though social relation and family had influences over them but they likely learned about outsiders and sex relations from pictures of the bodies, dresses, external culture, which drew adolescents harms to their health. (Dek Thai Wai Gic, 2004:146)

It was found that meaning of the self-body image of female adolescent was determined by cultural indicators affecting the process of thought, mind, interpretation ;leading to attitudes and values of the shapes. It affected behavior leading to addressing the body with different techniques to gain shapiness as appealed and not alienating with people surrounding.

5.2 Meaning of Social-body Image, Fatness, Slimness and Beauty

It was found that female adolescent defined their social-body image, fatness, slimness and beauty as follows: they negatively defined fatness rather than positively. Fatness negatively affected their image, i.e. it was compared to spinsterness, sluggishness, clown, problem-makers and enemy. On the contrary, the positive view of fatness was loveliness and warmth. In addition, they defined fatness related to health, i.e. it was risky to illness.

Defining slimness, they positively defined more than otherwise, i.e. it was modern, feminist, dexterity and confident. Even most desired slimness but its negative meaning was disheartening and pitifulness.

They define beauty that it was symmetric, and balance. Beauty should be both external, i.e. outlook that people around would like to acquaint and the internal beauty, which could last friendship. In other words, beauty had relationship of the body and feminism, i.e. a symmetric shape was counted beauty and perfect feminism.

It was found from the study that the female adolescent positively defined slimness more than fatness. It proved the reflection of their values over their bodies, which were all identified by societies, which defined body-image of the adolescent on how it should be. It was said that at this youth group either the relation among peer or among opposite sex would have been more influential than other social institutions. Relationship within group influenced ideas, acceptance and actions of the group members. This drew them into the same direction with the group or the group value more than the single act so as to be accepted and admission among peer group by readjusting ideas for common understanding and becoming topic of familiar conversation to sense being the same group. This brought happiness upon knowing being accepted.

It was found from investigation that female peer group played major roles in building values and attitudes about the shape. It was found that to judge whether one was shapely or not depending on consideration from close friends, which were influential over them. The body as managed within the same scope of society and culture. Also, peers in the group were the first to turn them consider their shapes with either by observation or by kidding.

The existing societies were consumerists, which was the critical phenomenon for common to step into modernization under the free capitalism emphasizing marketing. Such culture formulated the changes of the social relation resulted from the changes of politics and economy, technology, and lifestyle in each time dimension and areas. Countless people admired consumption and prioritized image rather than utilizing materials, man and others, which were abstract to be “goods” (Somrak Chaisinghghananont, 2001:99-101). Consumption in existing societies was not only responding the basic needs but also being consumption for the sensation, emotions, values and changeable by ages.

Capitalism specified the consumerist Thai societies possessed surplus goods which the ads over created meaning about their usefulness within the goods. Playing the role in defining image of beauty related to female shape had dramatically changed the social process and building values over their bodies to differ from men. Meaning, the male should be strong and tough and masculine while the female was contradictory or feminism to attract the opposite sex. Currently, societies defined norms so female beauty as slimness, ever mild skins, which showed attentive care their bodies and health. It would lead them to life success better than the negligent.

In particular, the economy maximizing their own profit, defining and prioritizing their goods through ads and media with exaggeration was to rouse to optimize goods. It created over necessity of consumptions. Defining the social-body image as center was to build each self-identity for other to recognize and seeing the shape as not being the body project but endless changes and development by self care, fasting, make-ups, and exercises. Those negligent would be stigmatized as heedless and sluggish. Societies then built the female body a social constructed bodies through media, and verses to control their bodies such as TV Ads and magazines in presenting their goods regardless drugs or health products to address beauty in all parts of the body either skin and shape, weight control and caring their shape or following the verses and what societies specified. This roused female to ever battle with their bodies to be accepted for most people in societies.

The capitalist, which pointed to see the illusionary of adolescent body was the beauty of the body, which the capitalist adopted beauty as capital to sell their goods and services such as fashionable dresses proposed for sales stressing shape and

small size. When it was the fashion dress and those who could wear them were needed to have the in-trend shape, i.e. slimness only. When adolescent could not wear, they had to reduce their weight to be able to wear clothes sold. When, female adolescent needed to have slim shapes there would be different mechanism either beauty institution or nutritional products in controlling weight, exercise devices to be proposed for sales to respond to the capitalist systems.

In the capitalism using media as medium to promote goods and culture, this turned media dramatically played leading roles in individual lifestyle in societies. rationally, human began to prioritize the communication system from an individual to another or from an individual to the other groups. It might have been direct connection or through agent to lead information to the target group. Communication happened because human needed to understand each other, needed other to perceive occurrence, which might have no opportunity to perceive. At the meantime, There might be needs to persuade ideas of others to follow their own idea. Such communication would be faster successful when the message the recipient received could support or meet his/her priori ideas or perceptions. (TV Over Thai Youth, MorMorPor:1)

It was found from investigation that media was another factor currently influencing the body image of adolescent especially the Ads were similar to messengers and the consumers were similar to recipients. Each Ad was sending message and put meaning in different media through devices, i.e. picture, sound or action language and the receiver was the encoder.

Kanjana Kaewthep (1996: referred in Vibhavee Virothphan, 1996:8) noted about the nature of Ads that not only providing information, its major objective was to persuade receiver to consume as being persuaded. With the image, the female adolescent was influenced by media and mostly turned them to follow what were televised like introducing goods or existing popular cloth fashions through different types of Ads. Currently, adolescent could access media either TV, and magazines, which introduced models, celebrities, young singers who were slim as presenters. Stressing slimness through media as well as plying roles in defining fatness which contradicted with slimness, goodness and badness, positive and negative such as negatively presenting fatness. Presenting defects of fatness seeing that it was bad, dislike, shortage of confidence, problematic to dressing, personality, movement,

slowness, spinsterness, and inferiority complex. Presenting fatness as joking, addition, imbalance, ill-health, illness, worsening, disgusts, fearfulness, problematic to socializing and having lover. It was found that fatness was negative and rejected, which was differed from slimness, which was positive. It was the pretty, beauty, balance, health, good personality, acceptance, life achievement, having lover and meeting the marriage spouse. This turned female adolescent needed slim shape as defined by societies. Those fat or thinking they were fat, actually they were not but specified by societies met incontinence. they would seek different techniques to address their bodies as identified by societies.

5.3 The Weight Control Behavior

When female adolescent dissatisfied with their bodies and weight, they would be worry to their external appearances and draw the weight control behavior to gain any shapes as wishes to be acceptable by current trends of societies. It was found from investigation that they had many techniques of the weight control behaviors, i.e. diet, laxative for reducing weight and exercise. They might have used a technique or associating with many. They equally use diet and exercise and only one student who used drug for reducing weight.

Diet was the technique most female adolescent used because they commented that fatness was caused by imbalance eating with energy used. so, control eating should be proper with activities or energy used in each day. It could control weight well. They had good knowledge on nutrition. So, they could well select food to reduce and control their weight. It needed to consider what were ingredients in the food” How much energy was approximately needed? Was there any nutrition worth to the body, which led to readjustment of eating behavior either properly or improperly. Meaning, most female adolescent emphasized eating vegetables and fruits to replace some meals, stopping or reducing carbohydrate and fat but just full only. However, it was still found that some of them had improper eating behavior, i.e. stopping of fasting on some meals to reduce weight even they knew nutrition well. Rationally, they were in learning age and food was essential to their growth. Fasting would affect

their health because they were at growing stage and needed nutrition to develop their body, brain, and learning achievement but they harm their own bodies.

Exercising was understood by them that it was able to best control weight and additional of the bodies. Most knew pros and cons of exercises that strengthened their bodies, countered illness and best and safest reduced and controlled weight. They could permanently control weight better than other techniques. Exercising was another alternative but most exercised only on spot they wished to reduce only. Reflecting their exercises, they did not emphasize health but to reduce the large size to reduce or to reduce fatness only but health was the side-effect of the exercises.

Only one was found using supplementary nutrition among female adolescent but stopped because she did not see any improvement of her body. But it as used under the safety condition for health as she understood. She thought that using supplementary nutrition extracted from nature, i.e. chili and green tea should not endanger her body because they were extracted from substance.

Only one was found using laxative to reduce weight from senna laxative, which was similar reason with using of the supplementary nutrition. She thought it was extracted from nature and unlikely harmful to the body. But she was misunderstanding because using laxative often would spoil excretion system and affected the balance of water and glucose in the body. It might create conditions of constipation and anti-drug, which needed to increase more doses.

They had information of using drug to reduce weight from parents, teachers and media about its ill-effects that it affected brain, and the nervous systems. By learning, they all never chose this technique of weight control.

Result showed that techniques they used was saving their bodies because they could well access information of health even from their families, schools and media related to consumption and exercise. They selected safety weight control and built their confidence propose better image for interactions with others.

It was found that the weight control behavior selected by female adolescent either any technique, they did not develop permanent behavior either diet or exercises. Such behavior was intended only to reduce weight and their shapes. If it were effective .they stopped or if it were fat again, they would return to practice again and again.

In conclusion, defining the body image of the female adolescent, it was the values toward their bodies, which were all specified by socio-culture. Female adolescent conceptualized on their bodies as opposite pair between fatness and slimness, which they specified fatness in the negative extreme or negatively defined fatness, bad, rejected, dislike, creating shortage of confidence, problematic to health, personality and movement, slowness, spinsterness, inferiority complex, additional, imbalance, ill health, illness, worst things, dreadful, fearful, problematic to societies, and having lover. On the contrary, they positively defined slimness as beautiful, dexterous, modern, balance body, healthy, attractive people around, and opposite sex, achievement in socializing and living.

Defining the body image of the female adolescent in association with influences of the capitalism supporting consumerism through media and ads. Defining beauty of female and youth on outlook of slimness, ever young skin were counted the appealing beauty needed to pass through the management process of control, changes and ever development of the bodies to become the perfect girl. This allowed them to have different weight control behaviors either proper or improper. Rationally, the weight control behavior found most evident was to have a slim body as being popular in societies, which conceptualized beauty and led to be accepted among societies particularly the youth group itself.

5.4 Recommendations

1. The medical roles and the school roles should disseminate knowledge about illness related to fatness, slimness, advantages and disadvantages of different weight control and danger of using drug to reduce weight.

2. Encourage and support the female adolescent gaining correct and proper image and being conscious on the significance of health rather than beauty, it was to rebuild model of body image proposing authentic data by media that slimness is not appealing and healthy.

3. Presenting definition and values of individual should not limit within the physiology but many other dimensions, i.e. intellectual, cognitive, and spirituality with generosity and concerns and so on.

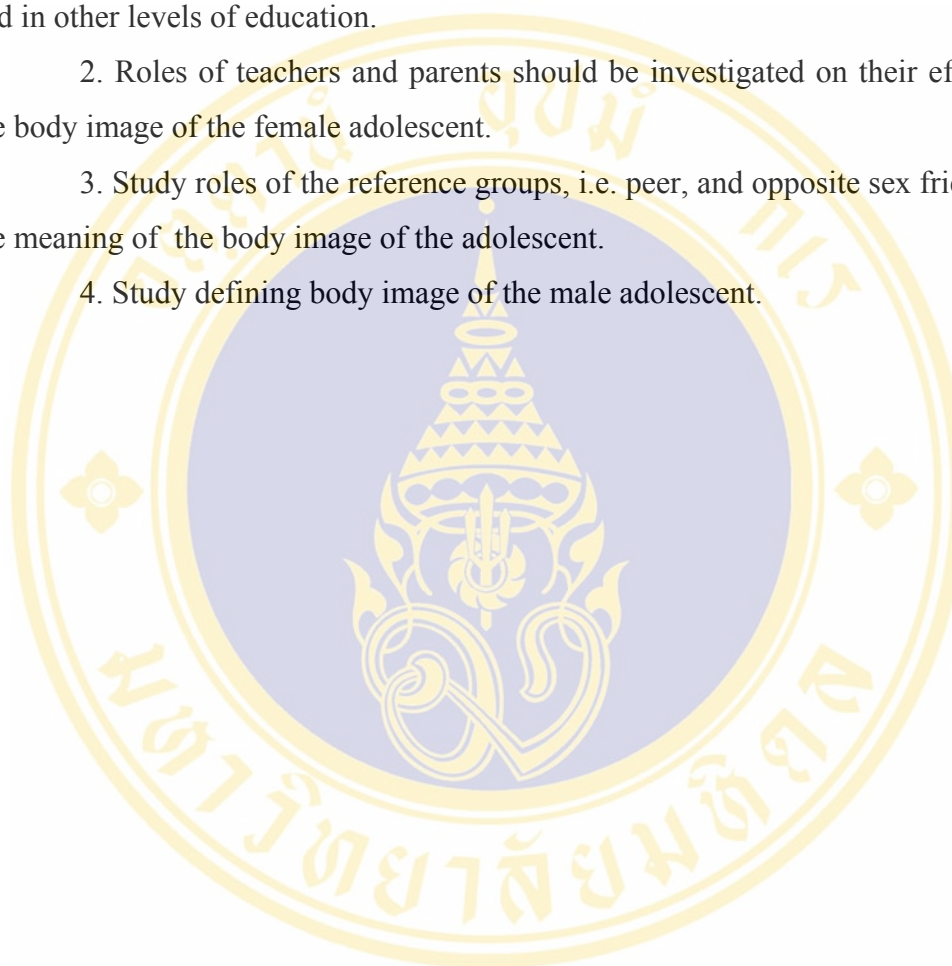
5.5 Recommendations for Further Studies

1. This investigation was limited to a site or and girl school at the senior high school, so, for diversity, researches should be conducted in the co-education schools and in other levels of education.

2. Roles of teachers and parents should be investigated on their effects over the body image of the female adolescent.

3. Study roles of the reference groups, i.e. peer, and opposite sex friends, over the meaning of the body image of the adolescent.

4. Study defining body image of the male adolescent.



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APPENDIX A

Essay Writing on the Self-body Image On “My Body”

Guide to essay writing on the Self-body Image On “My Body”

Kindly explain about Self-body Image by writing an essay on topic “My Body” with following issues, i.e.

1.- What are your opinions on Self-body Image seen the mirror and what are your appealing body?

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- What are your opinions on fatness of a female?

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- What are your opinions on slimness of a female?

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2. – What are your opinions on fatness of a female adolescent?

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- What are your opinions on slimness of a female adolescent?

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.....

- What are your opinions on beauty of a female adolescent?

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.....

3. – Do you agree or not with the following issues in the weight control behavior of female adolescent? Do you agree or disagree? How and Why?

3.1 Using drug to reduce weight

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3.2 Dieting and using supplementary nutrition

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.....
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.....

3.3 Exercising

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.....
.....
.....

3.4 Other techniques, e.g. vomiting and using devices to reduce the shape and o on.

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.....
.....

APPENDIX B

Structure of In-depth Interview

Part 1: Demographic Data

Full Nameage.....Mattayom [K].....section

Number of close friends.....persons

Pocket money.....Baht/month

sibling.....persons

weight.....Kgs. Height.....cms.

Stature of Family members

Part 2: Questions of In-depth Interview and Focus Group Discussion

| Required Data | Questions |
|--|--|
| 1. Defining self-body Image | <ul style="list-style-type: none"> - Ideas and Definition of self-body image - Satisfaction over self-body - Appealing body and ideal shape - Changes of shape |
| 2. Defining social-body image | <ul style="list-style-type: none"> - Can Society define beauty of the body? How? - Is the shape important for socializing? How? - Defining fatness - Defining slimness |
| 3. Meaning of the beautiful and the pretty | <ul style="list-style-type: none"> - Meaning of beauty - Importance of beauty - Perception on the beauty of body size |
| 4. Meaning of body image of adolescent: fatness, slimness and beauty | <ul style="list-style-type: none"> - What should be beauty of the adolescent body? - What is fatness? What are the causes? - Perspectives and sensation of fatness of female adolescent - What is slimness? What are the causes? - Perspectives and sensation of slimness of female adolescent - What should be beauty of the female adolescent? |
| 5. Weight control behavior in different matters | <ul style="list-style-type: none"> - Behavior of weight control and rationale - Opinions of weight control behavior in different matters, i.e. using drug to reduce weight , dieting, using supplementary nutrition, exercising and so on - Sources of techniques in weight control |

APPENDIX C

Table of Summarized Essay on “My Body”

Table Summary of Essay on “My Body”

Program of Science

| Serial No. | 1 | 2 | 3 | 4 |
|--|---|--|--|--|
| Weight (kgs.)/Height(cms.) | 49/160 | 55/163 | 41/157 | 48/155 |
| Age | 17 | 17 | 16 | 16 |
| GPA | 3.3 | 3.01 | 3.00 | 3.01 |
| 1. -opinions on self-body image seen the mirror | -Satisfactory | Dissatisfactory fatty-short-short leg | -Dissatisfactory | Dissatisfactory-not good shape- obese |
| -appealing body | -Wish no obese and fatty belly | -no fat; 170cms high | Wish obese; 45 kgs and healthy | Not obese; balance weight with height |
| - opinions on fatness of a female | Weak, infirm, bad personality, shortage of confidence | Unlovely, weak, unattractive dress | No problem if strong, but reduce weight if weak | Problematic, unlovely, unconfident and infirm |
| opinions on slimness of a female | Active, beautiful, attractive but unlovely if too slim | Beautiful, fragile, caring but infirm if too slim, unlovely and worn out | Not necessary to follow fashion of the model | Unlovely , walking bones but better than the fat |
| 2. opinions on fatness of a female adolescent | Indifferent but no wish to be fat | Not disgust at the shape but important during exposure | Uneasy and eat useless food | Slow, unattractive when dressing unlike the slim |
| opinions on slimness of a female adolescent | Jealous her personality and able to dress all fashion | Lovely- preference-brisk- attractive dressing | Indifferent but dreadful if too slim | Look good-dress with confidence and dexterous |
| opinions on beauty of adolescent | Common, they associate,all want to look good, and lovely at the eyes f others | Better be the beauty of the mind and action | It associates with adolescent but properly well framed | What all crave for and do whatever to look god and distinctive. |
| 3. Opinions on weight control behavior in different matters - Using drug to reduce weight | - disagreed and affect health | - disagreed and risky to life | -disagreed | -disagreed – solved at end-cause |
| -Dieting and using supplementary nutrition | Agreed, if controllable it reduce s weight | Agreed but needed exercising too | indifferent | Disagreed- the body runs short of nutrition substance |
| Exercising | Agreed, strong | agreed | agreed | Agreed, strong |
| Other techniques, e.g. vomiting and devices to reduce shape | Disagreed, senseless, and waste spending | Disagreed, risk to mental disease | Disagreed, indirectly harm the body | Disagreed, solving the end-causes and not ermanently reduce weight |

Table Summary of Essay on “My Body”**Program of Science**

| Serial No. | 5 | 6 | 7 | 8 |
|---|---|---|---|--|
| W e i g h t (kgs.)/Height(cms.) | 49/158 | 72/164 | 52/161 | 65/167 |
| Age | 16 | 16 | 16 | 16 |
| GPA | 3.02 | 3.13 | 3.43 | 3.24 |
| 1. -opinions on self-body image seen the mirror | Dissatisfactory; fat | Dissatisfactory; too fat | Dissatisfactory; fat, fleshy and short | Dissatisfactory; not symmetric, limbs are small by the trunk is large |
| Appealing body | Willowy and symmetric | Less weight | Slim, brisk, tall , no fat | Not slim and not fat but firm |
| opinions on fatness of a female | Inferiority complex, no friend, slow, inactive | Loss personality and health | Fearsome, unlovely and not graceful | Fatness and female are contradictory, difficult to find dress, infirm |
| opinions on slimness of a female | Like model but if too slim, it is infirm | Good thing, healthier than the fat, graceful | Necessary, attractive whatever dress | Envious; slimness associated with female but if too slim, it is infirm |
| 2. opinions on fatness of a female adolescent | No selfcare, irritating to eyesight | Serve the mouth, she should reduce and take exercises | Obese, slow but sometimes lovely, pinching or warm | No selfcare |
| opinions on slimness of a female adolescent | Shapy, like to imitate, attractive dressing | Common, but if too slim, it is malnutrition | but if too slim, it is unlovely and bad outlook | Normal, can follow fashion, good looking, some are mentally insane needed slim again |
| opinions on beauty of adolescent | By trends | Not fat and not slim | Not necessary; learning comes first, some immorally pretty with nude dressing , no t good looking | -they are associated |
| 3. Opinions on weight control behavior in different matters -Using drug to reduce weight | -disagreed, the body receives chemical substances | -disagreed, risk | -disagreed, danger and risk | -disagreed, having side effect |
| Dieting and using supplementary nutrition | Indifferent | Agreed, the body still has nutrition | Agreed, less danger than using drug | Agreed with the first but no the latter |
| Exercising | Agreed, the correct and the best technique | Strongly agreed | Agreed, healthy | agreed |
| Other techniques, e.g. vomiting and devices to reduce shape | Disagreed, danger | disagreed | Disagreed, danger and waste | disagreed |

Table Summary of Essay on “My Body”**Program of Science**

| Serial No | 9 | 10 | 11 | 12 |
|---|--|---|---|--|
| W e i g h t (kgs.)/Height(cms.) | 63/166 | 47/161 | 60/170 | 65/165 |
| Age | 16 | 16 | 16 | 16 |
| GPA | 3.14 | 3.02 | 3.07 | 3.02 |
| 1. -opinions on self-body image seen the mirror | Dissatisfactory; fat and short | Dissatisfactory; short | Dissatisfactory; fat but lovely | Dissatisfactory; fat |
| Appealing body | Tall and brisk, beautiful | Tall and brisk, shapy | - | slim |
| opinions on fatness of a female | Some fat still beautiful.. might be another charm | Wealthy, eat all | unconfident | lovely |
| opinions on slimness of a female | Too slim is not beautiful and weak health | Less eating, selective of food, wish to be slim and shapy | Fear no fat and eating all but exercise for vigor | Too slim makes bad health |
| 2. opinions on fatness of a female adolescent | A human , lovely | Self-confident | Should attend one health and exercise | Indifferent, study well first before reducing weight |
| opinions on slimness of a female adolescent | shapy | patient | More confident than the fat | beautiful |
| opinions on beauty of adolescent | An age range of loving beauty but over make-up than their age at present | Present adolescent love beauty, wish to be shapy and distinct | A common thing but be moderate and act as age | A lovely bright beauty |
| 3. Opinions on weight control behavior in different matters -Using drug to reduce weight | -disagreed | -disagreed and side effect | -disagreed and able to return being fat | -disagreed |
| Dieting and using supplementary nutrition | Agreed; it helps healthy | Agreed, adding nutrition to body | Agreed | Disagreed |
| Exercising | agreed | Agreed, allowing the body regularly functions | agreed | agreed |
| Other techniques, e.g. vomiting and devices to reduce shape | Disagreed-harming oneself | Disagreed-suffering | Disagreed-suffering | disagreed |

Table Summary of Essay on “My Body”**Program of Science**

| Serial No. | 13 | 14 | 15 | 16 |
|---|---|---|---|--|
| W e i g h t (kgs.)/Height(cms.) | 46/154 | 44/158 | 56/167 | 56/164 |
| Age | 17 | 16 | 16 | 16 |
| GPA | 3.02 | 3.35 | 3.27 | 3.08 |
| 1. opinions on self-body image seen the mirror | Dissatisfactory, obese., unattractive when dressing | satisfactory | Dissatisfactory | Dissatisfactory, |
| Appealing body | Less weight for 2-3 kgs. | slimmer the hip | Slimmer the hip, 50 kgs. | healthy |
| Opinions on fatness of a female | weak | Spiritually warm | Normal the fair fat is lovely like a child | Worries for female- being kidded by friends if too fat |
| Opinions on slimness of a female | Not good personality | Active, work well, joyous | If too slim, it lacks nutrition ,dreadful | Common |
| 2. opinions on fatness of a female adolescent | Not obese, it looks lovely otherwise uneasy | Common and many friends | Eat all time, more cakes - if not obese, it looks lovely, otherwise dreadful, slow and sluggish | Inactive |
| opinions on slimness of a female adolescent | Look good | Enjoying | Beautiful, whatever dressing is beautiful | Active and dexterous |
| opinions on beauty of a adolescent | Not over age and moderate | Not necessary to be beautiful, it depends on behaving and personality | Moderate dressing otherwise careless to oneself | Increasing beauty and dressing by socializing |
| 3. Opinions on weight control behavior in different matters -Using drug to reduce weight | -disagreed; yo-yo effect | -disagreed | -disagreed | -disagreed |
| Dieting and using supplementary nutrition | Agreed | Agreed | Agreed | Disagreed |
| Exercising | Agreed | Agreed | Agreed | Agreed |
| Other techniques, e.g. vomiting and devices to reduce shape | Disagreed-torturing and side effect | Disagreed | Disagreed | Disagreed |

Table Summary of Essay on “My Body”**Program of Science**

| Serial No. | 17 | 18 | 19 | 20 |
|--|---|---|--|--|
| W e i g h t (kgs.)/Height(cms.) | 46/152 | 58/163 | 50/161 | 57/164 |
| Age | 16 | 16 | 16 | 16 |
| GPA | 3.17 | 3.25 | 3.03 | 3.16 |
| 1. opinions on self-body image seen the mirror | Dissatisfactory, fat, belly, upper limbs, large hip | Dissatisfactory, , large hip, fleshy upper limbs | Dissatisfactory, dark , large upper limbs and hip, flat breast | Dissatisfactory, fat, belly and large hip |
| Appealing body | Taller, fat-free at belly, slim limbs, smooth skin | Slim leg and hip | 170 cms, symmetric, oval face, thicker hair | Slimmer and slim hip |
| Opinions on fatness of a female | Bas personality and health | All are worry and dislike...it is the worst enemy | Not surprising, a bit fat is lovely but not obese, it ‘s illness and difficult to find dresses | It’s the enemy, difficult to find dresses, uneasy, illness |
| Opinions on slimness of a female | Too slim is infirm, weak and unstable | -beautiful but if too slim is too dried and weak | Lovely, but if too slim, it’s like the meat-ball bamboo | Dreadful, weak and no energy |
| 2. opinions on fatness of a female adolescent | Unlikely problematic, can reduce if compared to other age range | Slow, sluggish, rheumatism | Hugging, cheeky, full, slow but not fat is best | Eating junk food, weak health |
| opinions on slimness of a female adolescent | Fashionable, dressing beautifully | shapy | Awkward like mental disorder, worrying of over obese | Caused by fasting to have good shape |
| opinions on beauty of a adolescent | Adolescent should look after oneself since young if aged it’s difficult | Leave it natural | Wrong beauty, over make-ups and pressing dresses | Not over make-ups to be lovely |
| 3. Opinions on weight control behavior in different matters -Using drug to reduce weight | Disagreed | Disagreed | Disagreed | Disagreed |
| Dieting and using supplementary nutrition | Agreed | Agreed | Disagreed -waste | Advantages and disadvantages with side effect |
| Exercising | Agreed | Agreed | Agreed –better blood circulation | Agreed –for health |
| Other techniques, e.g. vomiting and devices to reduce shape | Disagreed | Disagreed | Disagreed –stupid techniques | Disagreed |

APPENDIX D

Table of Summary the Appealing Body among Female Adolescent

Table of Summary the Appealing Body among Female Adolescent

| Perspectives | Details |
|--|--|
| 1. Shape <ul style="list-style-type: none"> - slim - vivacious - tall - symmetric - shapy | <ul style="list-style-type: none"> - slim upper arms and upper legs fat-free, and not swinging when moving - slim and long calves, fat free or fish belly - tight breast but not tiny nor too large nor falling - swan neck - petty waist and fat free belly - round hip not too small nor too large but matching other organs - all parts are firm, little muscles and not fleshy - all parts look firm |
| 2. weight-height | <ul style="list-style-type: none"> - 40-48 kgs. - 165-170 cms. |

BIOGRAPHY

| | |
|------------------------------|--|
| NAME | Ms. Supattra Mungkalachaiya |
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