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摘要

This study was to examine the differences of gender, Body Mass Index on university students' body image, social factors, exercise behavior, and self esteem, and the correlation with body image, social factors, exercise behavior and self esteem. The 1435 recipients (males874; females561) with mean age of  $20.17 \pm 1.59$  years; mean body high  $167.88 \pm 8.65$  cm and mean body weight  $62.38 \pm 14.11$ kg administered with demographic data questionnaire, Multidimensional Body Self Relations Questionnaire(Wang, 2004), Social Influence Scale (Jah, 2001), and Rosenberg' s Self Esteem Scale(Wang, 2001). Data analyzed by independent t-test, one-way ANOVA, and Pearson Correlation found the following results: Female students were higher on appearance evaluation than males but males were higher on body orientation. Female students were higher on parent and companion influence than males but males were higher on self-esteem and exercise behavior. On appearance evaluation, lighter body weight group students were higher than heavier students and normal group higher than heavier group students. Lighter body weight group students were higher than heavier students and normal group ones were higher than heavier group students, on body satisfaction. Low BMI individuals were more influenced by parent than normal and high BMI ones, and so were high BMI students to normal BMI participants. High BMI students were more affected by companions than normal BMI ones, so were normal BMI to low BMI group. Normal BMI students were more influenced by media than high BMI ones, so were low BMI to high BMI group. There were no difference between separated BMI group on self-esteem of exercise participate behavior. Heavier body weight group students were higher than lighter students and normal group higher than lighter group on exercise behavior comparison. Gender and separated BMI

group correlated with body image, social factors, self-esteem and exercise behavior. Male students were more attentive on physique strength, fitness and health care concept. Female, influenced by parent and companion, were focus on body weight, height and health. High BMI students, negatively correlated with body image, took emphasize on body structure, diet and appearance by parent and companion influences. Female were more care about physical attraction, weight control and body structure identity that promoted by media but were not fond of exercise.

關鍵字：BMI, body image, self-esteem, body image, social factor