

Body image attitudes and consciousness of college students in Taiwan
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Abstract

The relationship between body image attitudes, consciousness and socio-economic status were examined for 830 college students, including 502 males and 328 females. The body types were classified into six body mass index (BMI) intervals, according to the classification of The Bureau of Food Sanitation of Department of Health, Executive Yuan, Taiwan, and the coronal and saggital view silhouettes of representative of each type were used in the questionnaire for choices. The results of statistic analysis indicated that female students with high socio-economic status prefer her own body thinner than standard type, significantly different from low socio-economic students. However, all female students chose silhouettes fatter than themselves as their actual body type. For both gender, students with high socio-economic status often encountered light or standard types in their social group, while low socio-economic students often encountered obese types. In different learning, students in the College of Architecture and Planning and College of Humanities and Social Science appreciated light and standard body types, yet students in other colleges appreciated heavy and slight-obese body types.

Keyword : body image attitude; body image consciousness; socio-economic