대학생의 외모만족도와 자기효능감의 관계

Relation between Appearance Satisfaction and Self-efficacy in College Students

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요약

본 연구는 대학생들의 외모만족도와 자기효능감을 조사하고, 외모만족도와 자기효능감의 관계를 파악하는 것을 목적으로 하였다. 본 연구는 서술적 조사 설계를 이용하였으며 연구대상자는 D시에 소재한 3개 대학에 재학하고 있는 395명의 학생을 대상으로 편의 표집 하였다. 자료수집은 2011년 5월부터 7월까지 외모만족도 척도 및 자기효능감 척도를 사용하여 조사하였다. 조사결과 남학생과 여학생 모두에서 외모만족도는 자기효능감과 정의 상관관계를 가지는 것으로 나타났으며, 외모만족도와 자기효능감 모두 남학생이 여학생 보다 높게 나타났다. 남학생과 여학생의 신체 부위별 외모만족도 순위에 대한 상관관계 분석결과 통계적으로 유의한 차이를 보이지 않아 성별에 관계없이 외모만족도 순위는 차이가 없는 것으로 나타났다. 또한 성별에 따라 외모만족도와 자기효능감의 상관계수가 차이가 있는지 비교한 결과 유의성이 나타나지 않아 외모만족도가 자기효능감에 미치는 영향의 정도는 성별에 관계없이 비슷하였다. 본 연구에서 대학생들은 자신의 외모에 대해 만족하지 않는 것으로 나타나 대학생들의 외모만족도를 증진할 수 있는 중재프로그램이 필요하며 이는 대학생들의 자기효능감 향상에도 기여할 수 있을 것이다.

■ 중심어: | 외모 | 만족도 | 신체상 | 자기효능감 | 대학생 |

Abstract

The purpose of this study was to investigate the appearance satisfaction and self-efficacy of college students. The relation between appearance satisfaction and self-efficacy was also examined. The study adopted a descriptive survey design. The convenience sample consisted of 395 undergraduate college students from three universities in D city. The data were collected from May to July, 2011 using the Body Cathexis Scale and the Self Efficacy Scale. Data analysis was performed with SPSS WIN 21.0 Program. The scores on both scales showed a significant difference between male and female students, and the male students had higher scores. Male and female students had similar rank order of body part by satisfaction scores. There were significant correlations between appearance satisfaction scores and self-efficacy scores but there were no significant differences between the correlation coefficients in male and female students. This result indicates that the effect of appearance satisfaction on self-efficacy was similar in both male and female students. The findings of this study suggest that an intervention program to enhance appearance satisfaction is effective in increasing self-efficacy of college students.

■ keyword: | Appearance | Satisfaction | Body Image | Self-efficacy | College Student |

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I. INTRODUCTION

1. Background

Social interest in physical appearance has never been more prevailing than now [1] and people, whether they are men or women, are showing more interest in an attractive appearance. Appearance has already become one of the hottest topics in various areas such as medical science, psychology, culture and marketing. The growing interest in physical appearance has led lookism, which is the belief that physical appearance acts as a key factor in one's success and failure, to appear. Some people are now claiming that physical appearance is playing as a discriminating factor in society like race, sex, age [2].

Appearance satisfaction is closely connected to one's body image. Body image refers to the multifaceted psychological experience of embodiment and encompasses one's body-related self-perceptions and self-attitudes, including thoughts, beliefs, feelings, and behaviors, not limited to physical appearance [3]. Not only does it affect one's happiness [4] and quality of life [5], but negative body image might also cause physiological psychological problems such as eating disorder [6], sexual dysfunction [7], and low self-esteem [6]. As mass media have strong influences in people's lives. ideal body image transmitted through it plays an important role in shaping one's body image. As a result, the discrepancy between the ideal body image and one's own image can bring dissatisfaction of one's physical appearance [8].

According to Erikson's stage of development, college period is the time when students think about whom they are and what they want out of life. In this period they will also discover their personal self and have a firm and healthy identity of their own. The substantial self identity contains self-concept and

self-esteem as well as good body image. Therefore, it is important that college students recognize their physical appearance in right ways and develop their own body image to establish self identities.

It was not difficult to find previous researches that addressed appearance satisfaction to be related to interpersonal relation, adaptability, or self-esteem. In the research studying the relation between appearance satisfaction and school adaptability in elementary school students, it was found that appearance satisfaction had positive effects on school life adjustment such as study, friend, and teacher adjustment [9]. Regarding the middle school students, appearance satisfaction was closely connected with interpersonal relation and self-esteem [10], and the students in high score group for appearance satisfaction had higher self-esteem and self-efficacy than low and intermediate score groups [11].

In high school students, higher appearance satisfaction resulted in higher interpersonal relation and self-efficacy. Lower body satisfaction, one of appearance satisfaction sub-domains, had significant effects on self-efficacy too [12]. Lower stress on appearance led to higher self-efficacy [13]. The researches on dental hygiene and nursing college students showed that appearance satisfaction had positive connection with interpersonal relation [14][15], and body image was significantly correlated with self-efficacy in female college student [16]. These results indicated that appearance satisfaction is closely connected to school life adaptability or interpersonal relation of students. As appearance satisfaction also comes from positive thinking, they are implying that appearance satisfaction is related to self-efficacy which means the belief in ability to finish tasks successfully.

In the previous researches on appearance satisfaction, one of common results was that male students had higher appearance satisfaction than female students. It can be inferred from this result that male students have higher self-efficacy. The research question that needs to be studied is whether there is the difference of effects of appearance satisfaction on self-efficacy between sexes. In recent, a research dealt with the difference of effects of appearance satisfaction on self-efficacy in adults including some college students in 20s and 30s [17]. It indicated that there was no significant difference in the effect of appearance satisfaction on self-efficacy between male and female students. However the subjects of this research mostly consisted of workers. Additional research based on college students in the process of forming self-identity is thus needed. However, previous researches focused on the relation between appearance satisfaction with interpersonal relation and personal traits such as self-esteem and self-efficacy in elementary, middle, high, and college students. Due to this, there was a limit to solving this research question.

Therefore, the research to investigate appearance satisfaction and self-efficacy in college students and analysis the relation between appearance satisfaction and self-efficacy by sexes will be useful to help college students perceive good body image and build solid self-identity as well as to understand how much college students are satisfied with their physical appearance.

2. Purpose of the study

The purpose of this study was to analyze relation between appearance satisfaction and self-efficacy of college students. Two main purposes are as follows: first, to investigate the appearance satisfaction and self-efficacy of college students and to analyze the relation between two variables; second, to identify the differences of appearance satisfaction for body parts and the relation between appearance satisfaction and self-efficacy by sexes.

II. METHODS

1. Design and sample

This study employed a descriptive research design and used a questionnaire to identify appearance satisfaction and self-efficacy of college students. The students enrolled in three universities of D city were recruited by convenience sampling and total 395 students volunteered in this study. Minimum sample size was calculated using G*power 3.1 software. With an alpha of 0.05, power of 0.95, and effect size of 0.5, required number of valid samples was at least 319, and the sample size of this study, 395 students, was larger than necessary.

2. Data collection instruments

2.1 Appearance Satisfaction

Appearance satisfaction was measured using Body Cathexis Scale (BCS) developed by Secord and Jourard [18] and revised by Chae [11]. The BCS for Korean consists of 21 items with 5-point Likert scale from 1(strongly disagree) to 5(strongly agree) and higher score indicates higher level of appearance satisfaction. The BCS was originally developed with 54 items by Secord and Jourard [18], and Chae [11] selected 21 items to evaluate just body satisfaction after deleting 29 health related items based on the BCS. The Cronbach's alpha coefficient for the previous study was .91 [11], and that of the current study was .89.

2,2 Self-efficacy

Self-efficacy was assessed using General Self-Efficacy Scale (GSES) developed by Cha [19] to consist of 31 items. GSES made up with self-confidence, self-regulatory efficacy, and task difficulty preference sub-domains, with 6 point Likert scale from 0 (nothing) to 5(a great deal). The higher score means higher level of self-efficacy. The Cronbach's alpha coefficients for the previous study were .84 for self-esteem, .85 for self-control, .81 for project preference, and that of the current study was .89.

3. Data collection and analysis

The data were collected from May to July, 2011 for about two months. The researchers visited the universities and described the outline of the study and got the voluntary agreement to join the study. The researchers first explained purpose, method, contents of the questionnaires and then had the subjects fill out the questionnaires.

Data analysis was performed with SPSS WIN 21.0 Program. Chi-square test, Fisher's exact test, and t-test were used to test the characteristics of the subjects. Appearance satisfaction and self-efficacy were analyzed with t-test and analysis of variance (ANOVA), partial correlation coefficients were used for comparing the differences of dependant variables by sexes. Statistical significance was set at p < .05.

III. RESULTS

1. General Characteristics

[Table 1] shows the general characteristics of the sample. The subjects consisted of 228 male (57.7%) and 167 female (42.3%). The mean of the subjects' age was 22.07±2.02 years, and 22.76 years for male and 21.2 years for female students. The number of the subjects majoring natural science and engineering was 200(50.6%), which was a little bit higher than

those majoring health and medical science. There were most sophomore students among the subjects. Sophomore students took up the largest portion of the subjects by 35.2% and more than half of the subjects were freshman and sophomore students [Table 1].

Table 1. General characteristic of the subjects

| Characteristics | Total | Male | Female |
|----------------------------------|-------------|------------|------------|
| Sex | 395(100.0%) | 228(57.7%) | 167(42.3%) |
| Age M(SD) | 22.07±2.02 | 22.76±2.15 | 21.12±1.36 |
| Major | | | |
| Natural science & engineering | 200(100.0%) | 165(82.5%) | 35(17.5%) |
| Health & Medical science | 195(100.0%) | 63(32.3%) | 132(67.7%) |
| Academic year | | | |
| Freshman | 122(100.0%) | 52(42.6%) | 70(57.4%) |
| Sophomore | 139(100.0%) | 54(38.8%) | 85(61.2%) |
| Junior | 96(100.0%) | 86(89.6%) | 10(10.4%) |
| Senior | 38(100.0%) | 36(94.7%) | 2(5.3%) |

M: Mean, SD: Standard Deviation

** p(.001

When the subjects were divided into two groups by major, each group was dominated by single sex. Female students had majority (67.7%) in health and medical science major while most male students (82.5%) majored in science and engineering. Simple cross-tabulation analysis was carried out to examine the influence of sex variable on major. As the result indicated that two variables were not independent (p<.001), major variable were excluded from analysis.

Similarly to major variable, academic year groups were also dominated by single sex. In freshman and sophomore, the rate of female students was much higher than rate of male student while it was the opposite among junior and senior students. As simple cross-tabulation analysis showed that academic year and sex variables were not independent (p<.001), academic year variable were also not considered for further analysis.

2. Appearance Satisfaction and Self-efficacy

2.1 Appearance Satisfaction

The mean appearance satisfaction score was 2.95 (SD =.55) which was a little bit lower than average and the subjects' appearance satisfaction level was not high. Among four sub-domains of appearance satisfaction scale, the scores for head and upper body were little higher than average but the scores for lower body and overall body were below than average. The score for head sub-domain was the highest followed by upper body, lower body, and overall body sub-domain in rank [Table 2].

Table 2. Appearance satisfaction and self-efficacy by sex

| Variables | Total | Male | Female | + |
|----------------------------|----------|----------|----------|--------|
| Variables | (M±SD) | (M±SD) | (M±SD) | ι |
| Appearance satisfaction | 2.95±.55 | 3.07±.56 | 2.78±.50 | 5.37** |
| Head | 3.04±.61 | 3.14±.64 | 2.91±.54 | 3.80** |
| Upper body | 3.03±.64 | 3.14±.65 | 2.89±.58 | 3.99** |
| Lower body | 2.87±.76 | 3.05±.72 | 2.63±.74 | 5.60** |
| Overall body | 2.77±.69 | 2.92±.68 | 2.56±.64 | 5.27** |
| Self-efficacy | 3.89±.54 | 4.01±.56 | 3.73±.47 | 5.28** |
| Self-confidence | 4.04±.67 | 4.20±.69 | 3.83±.59 | 5.66** |
| Self-regulatory efficacy | 3.85±.52 | 3.93±.56 | 3.75±.46 | 3.55** |
| Task difficulty preference | 3.70±.63 | 3.83±.65 | 3.52±.57 | 4.97** |

M: Mean, SD: Standard Deviation

** p(.001

Appearance satisfaction score for male students was significantly higher than the scores for female students (p<.001). Male students also had higher scores than female students in all of four sub-domains (p<.001). Appearance satisfaction score of male students was 3.07, which was higher than average, while the score of female students was 2.78 and lower than average. Male students had higher scores than average in three sub-domains; head, upper body, and lower body. However female students had lower score than average in all sub-domains.

The orders of body part by appearance satisfaction scores were similar between both sexes. Male students had the highest scores for head and upper body followed by lower body and overall body sub-domain and female students had the highest score for head followed by upper body, lower body, and overall body sub-domain.

Hand had the highest satisfaction score of 3.25 and weight had the lowest score of 2.59 when 21 body parts were ranked by appearance satisfaction score. The parts having the highest score and the lowest score were same in both male and female students. The parts having the highest satisfaction scores were mouth in head for both male and female, hand for male and hand and neck for female in upper body, leg for male and waist for female in lower body, and body shape for male and height for female in overall body. The correlation analysis revealed significant relationship between body part rank orders of male students and female students as Kendall's tau correlation coefficient was .657 and Spearman correlation coefficient was .812 (p<.001). This result supported that there was no difference of rank order by sex [Table 3].

Table 3. Appearance satisfaction by body part

| Body Part | Total | | Male | | Female | |
|--------------|------------|----|------------|----|------------|----|
| body Fait | M(SD) | R* | M(SD) | R* | M(SD) | R* |
| Head | | | | | | |
| face | 2.98(.92) | 8 | 3.14(.93) | 8 | 2.78(.86) | 11 |
| eye | 3.12(1.00) | 4 | 3.19(1.01) | 5 | 3.04(.97) | 4 |
| hair | 2.97(1.06) | 10 | 3.04(1.06) | 11 | 2.87(1.06) | 9 |
| jaw | 2.94(.95) | 11 | 2.99(.97) | 14 | 2.87(.93) | 8 |
| mouth | 3.20(.88) | 2 | 3.29(.94) | 2 | 3.07(.77) | 3 |
| nose | 2.97(.99) | 9 | 3.12(1.00) | 10 | 2.77(.95) | 12 |
| face color | 3.06(1.02) | 7 | 3.17(1.03) | 7 | 2.90(.98) | 7 |
| forehead | 3.08(.97) | 6 | 3.18(1.00) | 6 | 2.95(.92) | 5 |
| Upper body | | | | | | |
| neck | 3.16(.89) | 3 | 3.21(.89) | 4 | 3.08(.89) | 1 |
| shoulder | 2.91(.98) | 13 | 2.98(.98) | 15 | 2.82(.98) | 10 |
| chest | 2.74(.94) | 20 | 2.91(.89) | 19 | 2.51(.96) | 19 |
| arm | 3.10(.94) | 5 | 3.22(1.00) | 3 | 2.93(.82) | 6 |
| hand | 3.25(1.04) | 1 | 3.38(1.02) | 1 | 3.08(1.04) | 1 |
| Lower body | | | | | | |
| waist | 2.92(.97) | 12 | 3.04(.99) | 11 | 2.76(.93) | 13 |
| leg | 2.84(1.16) | 15 | 3.12(1.06) | 9 | 2.45(1.17) | 20 |
| hip | 2.85(.96) | 14 | 2.97(.95) | 16 | 2.68(.95) | 15 |
| Overall body | | | | | | |
| skin | 2.83(1.07) | 16 | 2.93(1.08) | 18 | 2.68(1.03) | 15 |
| height | 2.82(1.24) | 17 | 2.88(1.26) | 20 | 2.75(1.20) | 14 |
| weight | 2.59(1.06) | 21 | 2.82(1.06) | 21 | 2.29(.99) | 21 |
| body shape | 2.82(1.02) | 18 | 3.04(1.00) | 13 | 2.52(.97) | 18 |
| posture | 2.79(.95) | 19 | 2.94(.97) | 17 | 2.58(.89) | 17 |

M: Mean, SD: Standard Deviation, R: Rank order

2.2 Self-efficacy

The score for self-efficacy was 3.89 (SD =.54) which was a bit higher than average. The score for self-confidence was the highest among three sub-domains including self-regulatory efficacy and task difficulty preference. In terms of self-efficacy scores by sex, male students had 4.01 which was significantly higher compared to female students having 3.73 (p<.001). Male students had significantly higher scores in all of three sub-domains; self-confidence (p<.001), self-regulatory efficacy (p<.001), and task difficulty preference (p<.001). The gap of the scores between sexes was the highest by 0.16 in self-confidence, and the lowest by 0.08 in self-regulatory efficacy [Table 2].

3. The Relation between Appearance Satisfaction and Self-efficacy by Sex

3.1 Relation between Appearance Satisfaction and Self-efficacy by Sex

As the correlation coefficients between appearance satisfaction and self-efficacy were different by sex, Fisher's Z coefficients were calculated to identify whether there were the differences between sexes.

Male students had significantly higher correlation coefficient than female students at significant level of .05 only in upper body and self-confidence (Z=2.20>1.96). There was no other significant difference by sexes [Table 4]. This result indicated that male students had same level of correlation between appearance satisfaction and self-efficacy as female had.

3.2 Partial Correlation between Appearance Satisfaction and Self-efficacy

As mentioned above, male students had higher scores in both appearance satisfaction and self-efficacy compared to female students. Sex

variable was put into control to investigate the effects of appearance satisfaction on self-efficacy and partial correlation analysis was carried out. The results showed that appearance satisfaction was significantly positively correlated to self-efficacy including all sub-domains. This meant that those who had higher appearance satisfaction also had higher self-efficacy (r=.446, p<.001) [Table 5].

Table 4. Correlation coefficient between appearance satisfaction and self-efficacy by sex

| Variables | Self- efficacy | Self- confidence | Self- regulatory efficacy | Task difficulty preference |
|-------------------------|-------------------|---------------------|---------------------------------|----------------------------------|
| Appearance satisfaction | | | | |
| male | .449** | .407** | .398** | .390** |
| female | .442** | .385** | .387** | .375** |
| Z | 0.09 | 0.24 | 0.12 | 0.17 |
| Head | | | | |
| male | .387** | .354** | .346** | .318** |
| female | .418** | .366** | .366** | .354** |
| Z | -0.36 | -0.14 | -0.22 | -0.39 |
| Upper body | | | | |
| male | .442** | .434** | .376** | .366** |
| female | .281** | .234** | .264** | .231** |
| Z | 1.81 | 2.20 | 1.22 | 1.44 |
| Lower body | | | | |
| male | .323** | .290** | .279** | .314** |
| female | .341** | .296** | .290** | .312** |
| Z | -0.21 | -0.07 | -0.12 | 0.02 |
| Overall body | | | | |
| male | .343** | .275** | .319** | .321** |
| female | .388** | .348** | .332** | .322** |
| Z | -0.51 | -0.78 | -0.15 | 0.00 |

^{**} p(.001

Table 5. Partial correlation coefficients between appearance satisfaction and self-efficacy

| appearance satisfaction and self-efficacy | | | | | | |
|---|-------------------|---------------------|---------------------------------|----------------------------------|--|--|
| Variables | Self- efficacy | Self- confidence | Self- regulatory efficacy | Task difficulty preference | | |
| Appearance satisfaction | .446** | .399** | .394** | .385** | | |
| Head | .397** | .358** | .352** | .331** | | |
| Upper body | .385** | .362** | .336** | .317** | | |
| Lower body | .328** | .291** | .282** | .312** | | |
| Overall body | .359** | .302** | .323** | .321** | | |

^{**} p(.001

IV. DISCUSSION

The results showed that the subjects had lower appearance satisfaction than average, thus were not satisfied with their appearance. Regarding appearance satisfaction by body parts, high rank parts were hand, mouth and neck, which were not the main parts of one's appearance. On the other hand, the parts with lower satisfaction score such as weight, chest, and posture had greater roles in forming one's appearance. Both male and female students were least satisfied with their weight, followed by height for male students and leg for female. But there were no differences in order of satisfaction by body parts between male and female students.

It can be identified that male and female students are both not satisfied with their overall appearance and the main parts of one's appearance have relatively lower satisfaction scores. These results are similar to the previous researches showing that female college students had most dissatisfaction with weight and leg, and were not satisfied as well with height [20][21]. Whereas the findings of this research concerning male students were not the same as former research indicating that male students were satisfied with height and neutral with weight [21]. Further research about male students' appearance satisfaction is needed. In addition, decline of appearance satisfaction scores compared to the previous researches suggests that college students are now more affected by the trend to emphasize appearance.

The total score of appearance satisfaction by sexes as well as four sub-domains were all significantly higher in male students than female students. These findings are alike the results of the researches examining appearance satisfaction or body image of college students [21] and the researches subjecting

high school students [22]. The results of this research is also in line with the studies illustrating that teenage male students have more positive perceptions about their physical appearance than female students. The results can also be defined in similar way as preceding researches [23][24] pointing out that women are generally more discontented with their physical appearance than men and tend to consider themselves fatter than they actually are. All these findings are suggesting that appearance satisfaction can be different by sexes. Whereas male students have average appearance satisfaction, female students have lower than average. They also hope their height increase and weight decrease [21] and body image of female college students more connected with physical appearance [25].

Contrary to male students having average appearance satisfaction, female students' satisfaction was lower than average. Considering the results of former studies that female students wanted their height to increase and weight to decrease and the body image perceived by female college students was most connected to physical appearance, intervention program to help female students accept their physical appearance more positively is needed.

Appearance satisfaction has statistically significantly positive correlation to self-efficacy. This result is same as those of the previous researches on female college students [16] and young adults [11]. In other words, this finding is conveying that positive body image or high appearance satisfaction results in higher self-efficacy, self-control, and self-regulatory ability.

There was no significant difference in correlation coefficients between male and female. Considering the previous research's results [17] that sexes do not affect the relation between appearance satisfaction and self-efficacy, which is same as the result of this

study, the effects of appearance satisfaction are the same regardless of sexes. Also, there is positive correlation between appearance satisfaction and self-efficacy after removing the effects of sex variable. According to this finding, the intervention program to help college students enhance appearance satisfaction will have same effect on both male and female students.

In terms of self-efficacy, male students have higher self-efficacy than female students, which is same as the previous researches [26-28]. Although these results can be interpreted in various ways, regarding appearance satisfaction it is natural that male students with higher appearance satisfaction have higher self-efficacy. Therefore, the intervention program to enhance appearance satisfaction will be useful to improve self-efficacy too.

V. CONCLUSION

This research aimed to investigate the appearance satisfaction and self-efficacy of college students and the relation between appearance satisfaction and self-efficacy. The subjects of this study had low appearance satisfaction. Furthermore, the main parts of one's appearance such as weight, chest, and posture showed to have lower satisfaction score while hand, mouth and neck were in higher rank. It can be learned from these findings that intervention program to help college students accept their physical appearance more positively is necessary. When the intervention program is developed, female students should be considered first as they have relatively lower appearance satisfaction. This program will also be an effective way to improve self-efficacy in college students because appearance satisfaction has positive correlation to self-efficacy.

This study provides evidence that appearance satisfaction is correlated to self-efficacy regardless of sexes and that the effect of appearance satisfaction on self-efficacy is not different by sex variables. However, as this study subjects were recruited in limited area, generalization of the results need to be carefully done.

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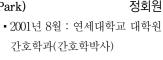
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