CHAPTER 3

METHODOLOGY
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This chapter will provide information on the study’s sample, instruments, procedures, data collection, and data analysis.

3.1 Sample

Participants in the study were females between the ages of 17-27 years old with an average of 20.1 year. A sample size of 950 participants was used for data collection. The self reported heights of respondents ranged from 4ft to 6ft 2inch with an average of 5ft 2inch the range of self reported weights was 37 to 80kg with an average of 48.0kg. Based on these values body mass index was calculated as the ratio of weight to height squared (kg/m²) for each participant. This study targeted female college students because (a) physical attractiveness is especially important to them (b) thin and beautiful idealized images in media play a significant role in influencing self confidence and (c) these types of images have been associated with eating related problems. The sample size was drawn using the probability method of simple random sampling.

3.2 Instruments

The principal independent variables in this study were exposure to media self esteem and body image were used as independent variables. Eating disorder tendencies was used as a dependent variable.

3.2.1 Eat - 26 the original eating attitude test (Garner, Olmsted, Bohr, & Garfinkel, 1982). It is self reported survey of eating disturbances and is one of the most widely used scales in research on eating disturbances and is one of the most widely used scales in research on eating disorders. The short form, the eat-26, assesses a broad range of
symptoms of anorexia nervosa and bulimia nervosa; including dieting behavior, drive for thinness, vomiting after eating, and food preoccupation. Respondents rate the frequency of each behavior on a 6-point scale from 1(always) to (6) never. The eat-26 is a continuous measure of disordered eating with total scores ranging from 0 to 78. Higher scores reflect more disordered eating.

Respondents rated each item as to whether the behaviors described applied to them “always”, “usually,””often,” “sometimes,” “rarely, “or “never, “the responses “always,” “usually, “and “often,” located on a (left)”symptomatic” part of questionnaire, while responses “sometimes,” “rarely” and “never” are located on (right) “nonsymptomatic” part. Responses for each item are weighted from 0 to 3, with a score of 3 assigned to the responses furthest in the “symptomatic” direction. The responses in the nonsymptomatic range did not contribute to the total score. Item 25 is the only negatively keyed item on the eat-26 and was scored according to the instruction. Thus, positively scored items were weighted as follows: always 3, usually, 2, often, 1, sometimes, 0. Sometimes 0, rarely 0, never 0. The reverse –scored item “Enjoying trying new rich foods” (item 25) was weighted in the opposite manner (never=3, rarely=2, sometimes=1, often=0, usually=0, always=0).

The total eat-26 score (the sum of all items) was calculated for this study. The clinical cut-off point for eating disturbances is 20. If the score of a respondent is above 20, it is indicative of serious eating or weight concerns, or eating disorder. A score below 20 indicates that respondents do not have any symptoms or attitudes characteristics of an eating disorder.
3.2.2 Rosenberg self-esteem scale - Rosenberg self-esteem measure is a 10-item scale developed by Morris Rosenberg to measure an individual’s global or general self-esteem (Robins, Hendin, & Trezsniewski, 2001; Whiteside-Mansell & Corwyn, 2003). It focuses on measuring an individual’s self-esteem based on answers to ten questions (five positively worded and five negatively worded). It is answered based on a four-point scales ranging from strongly agree to disagree.

3.2.3 Body shape questionnaire (BSQ) - The BSQ is a self-report measure of the body shape preoccupations typical of bulimia nervosa and anorexia nervosa. Each item is scored 1 to 6 with “Never”=1 and “Always”=6. The overall score is the total across the 34 items, i.e. a theoretical score range from 34 to 204.

3.2.4 Media Exposure (ME) - The media exposure questionnaire was designed to assess the influence of media on college-going girls. Responses to the media influence scale were assessed using 6-point Likert scale. Highest scores representing greater susceptibility to media influence.

3.3 Procedure

A questionnaire packet was distributed to 1000 college-going girls during class time and returned within the half an hour from the various department of university of Allahabad and Degree colleges of Allahabad. Only 950 students completed the questionnaire; the rest of the questionnaire had to be eliminated. The researcher collected all completed surveys. The first page of the survey consisted of demographic questions related to age, weight, and height. Structured Questionnaire was used where in the questions were presented with exactly the same wording and in the same order to all the respondents. Closed-ended questions form the crux of the questionnaire as they most amenable to statistical
analysis as well as enable easy and quick answering by respondents. Multiple choice questions have been used. Six - point Likert scales have been used in the questionnaire to evaluate the statements of the respondents. Each point on the Scale was given a score. The response which was least favourable was given the least score and the most favourable response was given the highest score.

3.4.1 Methods of data collection

Data has been collected using survey technique by administering questionnaire on the respondents.

3.4.2 Statistical Tools and Technique

For the analysis and interpretation of the data so collected, the following statistical techniques were employed.

- **Tables, Bar Diagram and Pie Chart**: Data tables, bar diagram, and Pie chart were used for the purpose of analysis and interpretation of data.

- **Mean and standard Deviation**: Mean and Standard deviation were used for better understanding, analysis and interpretation of the data collected. They present a single measurement which can describe in briefest possible terms the main theme or chief character of a series.

- **Correlation Analysis**: correlation analysis was carried out to determine the relationships among variables included in the study. It was used primarily to determine the feasibility of employing factor analysis.

- **Chi- Square**: Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific
hypothesis. The test is applied when you have two categorical variables from a single population. It is used to determine whether there is a significant association between the two variables.

3.4.3 Data Analysis

Data were imported into the Statistical Package for the Social Sciences (21.0) All data analyses were performed using SPSS. Descriptive statistics were used to generate means, standard deviations. In addition, research hypotheses were tested by employing correlations, and Chi Square analyses. A $p$ value of <0.05 was adopted for all analyses in the study. Descriptive statistics were used to determine the characteristics of the sample.

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