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PARENTAL AND MEDIA INFLUENCE ON BODY IMAGE AND DEPRESSION: THE MEDIATIONAL ROLE OF SELF-CONCEPT CLARITY

Abstract:

The purpose of this study was to examine the associations among media and parental influence, self-concept clarity, body image and depression. Given the integration of the theoretical and empirical evidence, the present study aims to evaluate a hypothesized model describing the possible pathways of parental and media influence on college students' body image, which in turn is associated with depression. It was hypothesized that: (1) Media influence will be negatively associated with body image, which is mediated by self-concept clarity; (2) Parental influence will be negatively associated with body image; and (3) Body image will be associated with depression. The hypothesized model was tested with Structural Equation Model with 275 college students. The result of the study supported our hypothesized model, in which self-concept clarity mediates the association between media influence and negative body image while parental influence is directly associated with negative body image, which in turn was associated with depression.

Keywords:

media influence, parental influence, self-concept clarity, body image, depression